26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 9, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Sartlesville: Wired toll tv gets off the ground	Page 31
How ASCAP is out to get BMI: An editorial	Page 60
FCC back in business, moves in two markets	Page 83
Interview: Bob Sarnoff tells NBC's story	Page 124

The dawn of wired toll tv

ASCAP's war on BMI

Bob Sarnoff on NBC

FIRST AGAIN

IN THE ENTIRE AREA!

ARB has just conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results:

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

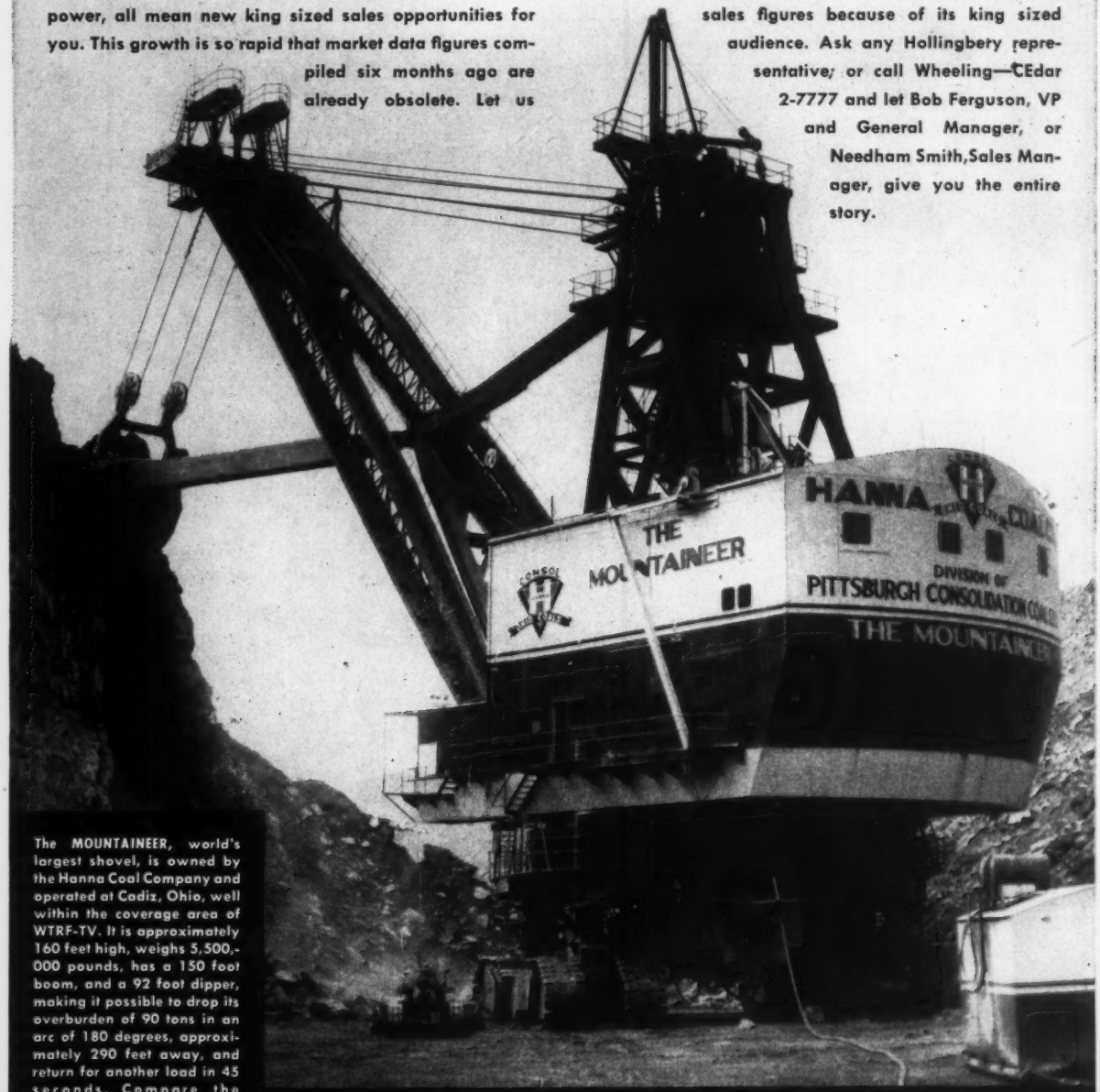
Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives; **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington;
Forjoe & Co. in Chicago, Los Angeles, San Francisco, Seattle;
Clarke Brown Co. in Atlanta, New Orleans, Miami, Dallas, Denver, Houston

Everything is KING SIZED

in the rapidly expanding WHEELING MARKET

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative, or call Wheeling—CEdar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.



The MOUNTAINEER, world's largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER'S size with the average bulldozer alongside it; almost like comparing WTRF-TV's audience with its next nearest competitor.

"a station worth watching"

WHEELING 7, WEST VIRGINIA

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO.
LOS ANGELES, SAN FRANCISCO, BOSTON

10 CBS TELEVISION
WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Ask a Branham man about...

The Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth

KRLD

RADIO • CBS • DALLAS

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE

MORE LISTENERS

than any other full-time station in Texas

N.C.S. NO. 2

and at less cost per thousand!

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit

ST. LOUIS HANDSHAKE • Principals in chs. 4 and 11 negotiations in St. Louis have shaken hands on transaction whereby CBS acquires plant and facilities of ch. 4 KWK-TV for about $4 million, with 220 Television Inc. (Kopler hotel interests) as surviving applicant to which CBS will assign ch. 11. Proposal, originally made by KWK principals [B•T, Aug. 26], now is being reduced to writing, with formal applications slated to be filed with FCC this Friday (Sept. 13).

B•T

Under St. Louis parlay, CBS will pay KWK Inc. roughly $2,430,000 for facility (presumably to become known as KMOX-TV) and $1,500,000 to St. Louis Globe-Democrat *for building which houses ch. 4 studios and offices. Meanwhile, 220 Television Inc. has completed its negotiations with St. Louis Telecasting Co. (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KSTM-TV East St. Louis) whereby each will receive $200,000 in debentures, along with agreement by all parties to drop litigation involving ch. 11 assignment. Ownership of KWK-AM will be retained by Convey-*Globe-Democrat-*KSTP-Elzey Roberts group. All parties in dual transactions are reportedly happy about it. So far as is known, overall deal is without precedent.*

B•T

BACK TO TV • On second night of Bartlesville Telemovies operation—it began Sept. 3—subscriber called Telemovies' phone number, asked what was scheduled for that night. When informed program would be same as opening night, he exclaimed: "Thank God. Now I can go back to watching tv." (See story page 31.)

B•T

KOTV (TV) Tulsa, CBS station which covers Bartlesville, in the last two weeks began using an adjective in promoting its feature film programs. Script now reads "Watch our free *movies."*

B•T

ACCENT ON PROGRAMMING • Rising importance of programming departments of advertising agencies is underscored by reports that in at least one major radio-tv agency, where tug-of-war between media and programming departments has been in progress for months, dispute has simmered down—with programming head now making major decisions.

B•T

There's growing belief among fm station operators that whole subject of simplex vs. multiplex transmission should be aired once again by FCC. Those favoring present simplex service claim adequate multiplex equipment still isn't ready for commercial use and some indicate they will ask extension of compulsory multiplex ruling of FCC beyond Jan. 1 effective date. They argue new service will entail unnecessary expense for purchase and installation of equipment.

B•T

UPCOMING • On agenda of FCC during next few weeks are such items as: Clear Channel report (whether to retain status quo, authorize power in excess of 50 kw, or, duplicate some clears such as East Coast network, or make further study); Craven Plan to drop television table of assignments while retaining present separations; subscription tv (whether to invite applications for tests, and under what conditions); sheaf of tv deintermixture cases; simplified license renewal forms, and, due Sept. 30, Network Monopoly Study Group report, plus resumption of microwave (above 890 mc) hearings recessed six weeks ago.

B•T

Fred A. Taylor of Chicago office of Kidder, Peabody & Co. will handle that firm's activities in broadcasting and electronic fields, with resignation of Robert E. Grant to become financial vice president of Plough Inc., Memphis (including Plough stations—WMPS Memphis; WJJD Chicago; WCOP Boston and WCAO Baltimore). Mr. Grant founded Kidder, Peabody's station brokerage and financing operations three years ago (story page 104).

B•T

DISCUSSIONS BREWING • Two topics not on printed agenda of NARTB regional meetings are certain to stir heated discussion. They are Internal Revenue Ruling that bans depreciation of network affiliations and local-national spot contracts [B•T, exclusive, Aug. 26] and dilemma centering around libel in political campaigns because of Sec. 315 of Communications Act. Concern over incongruous position of broadcasters, who can't edit politicians, is shown by NARTB participation in WDAY Fargo, N. D., test case, which may lead to eventual U. S. Supreme Court test. Third topic that has broadcasters concerned is wired tv, with formal agenda providing chance for discussion during opening afternoon tv session.

B•T

Irrespective of outcome of controversy between ASCAP and BMI, it's foregone conclusion that both NBC and CBS will dispose of their minority interests in BMI. They originally invested in enterprise in 1940 along with many stations when impasse had been reached with ASCAP on license renewals and they have never received dividends (see editorial, page 60).

B•T

UNMATCHED AS SALESMAN • Makings of big bid for bigger share of auto makers' advertising budget will be unveiled this week by NBC-TV. It's results of nationwide survey of automobile dealers, automobile buyers and automobile shoppers which, according to advance word, shows television far out in front of other media as a car salesman—so far out, in fact, as to make clear that car makers are selling themselves short by not spending more on tv.

B•T

Involving rare departure for nighttime program, NBC-TV has decided to make its Nat King Cole Show *available to affiliates for local sale on co-op basis, effective Sept. 17 when program moves into Tuesday 7:30-8 p.m. period. Stations were notified Thursday, and before end of next day NBC was getting reports of quick interest on part of local and regional advertisers.*

B•T

CANCELED TEST • Plans for testing of battlefield television under atomic attack, in works for several weeks, suddenly were canceled because of dangers of atomic fallout. Test at atomic grounds near Las Vegas, Nev., contemplated maneuvers involving closed-circuit television network which would cover "Smoky" blast on Aug. 28 to try out new concepts of nuclear warfare. While event was covered by tv, participation of Army units, arranged through Signal Corps and Radio-Tv Branch, was withdrawn at eleventh hour because of fallout dangers.

B•T

Additional film product reportedly is being readied for tv next fall. MGM-TV has preliminary plans to market its more than 1,000 shorts to stations. Included are cartoons, "Our Gang" comedies, featurettes, Pete Smith novelties, documentaries, etc.

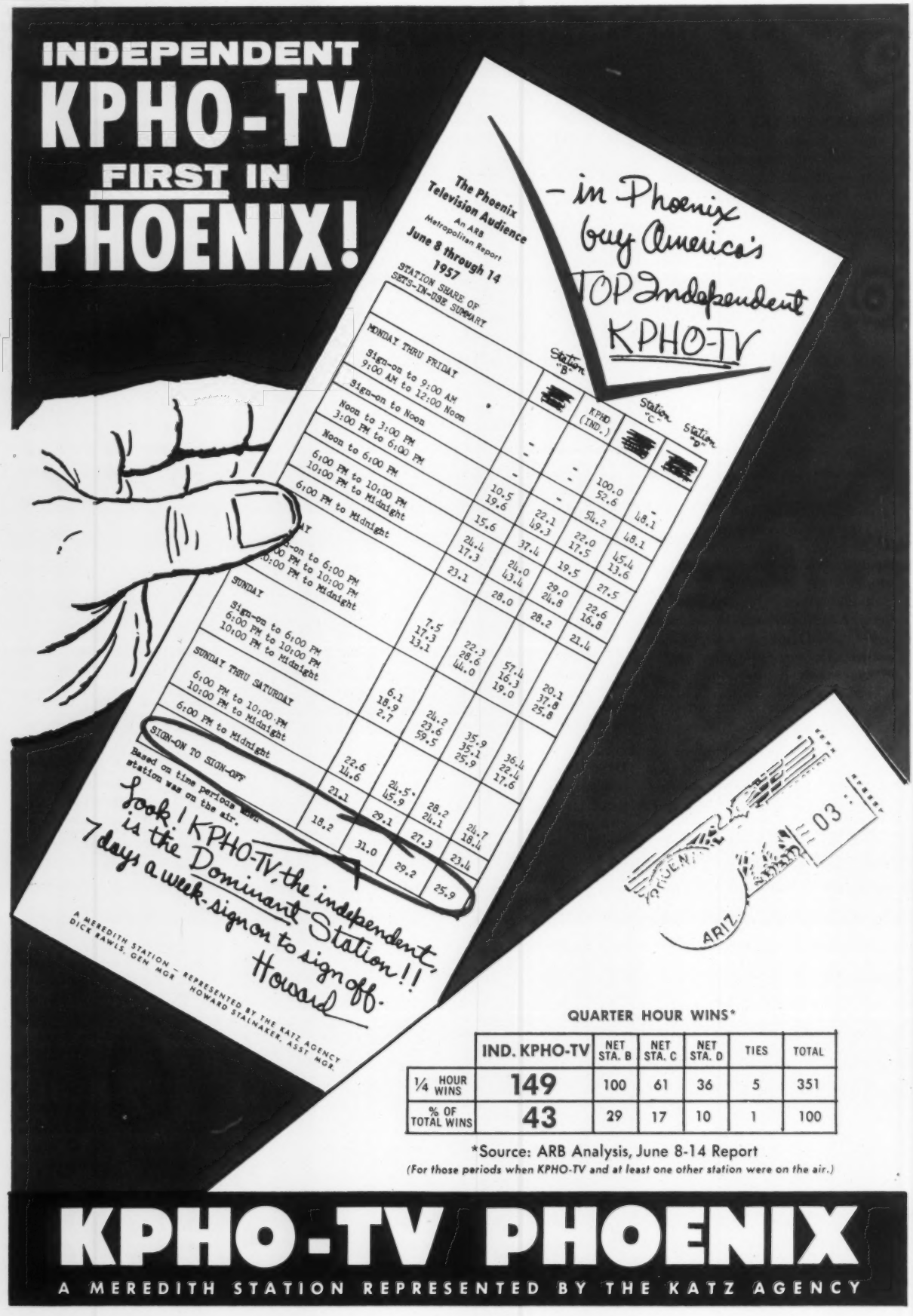
B•T

THE DAYTIMERS' PROBLEM • Senate Small Business Committee, headed by Sen. Sparkman (D-Ala.), expected to release its report next week on the problem of daytime broadcasters, which have been seeking longer and fixed hours since March 1954. At hearings held last April [B•T, May 6] by subcommittee, Sen. Wayne Morse (D-Ore.), chairman, termed FCC inaction on the Daytime Broadcasters Assn. request "a deplorable situation" if DBA charges against the Commission are true.

B•T

Planning underway for second annual Broadcasters Promotion Assn. convention and seminar at Chicago's Sheraton Hotel Nov. 1-2. Spadework done at board meeting that city last week, with discussion of radio-tv promotion problems and convention agenda. Letters and registration cards to be distributed this week.

INDEPENDENT KPHO-TV FIRST IN PHOENIX!


The Phoenix Television Audience
An ARB Metropolitan Report
June 8 through 14 1957
STATION SHARE OF SETS-IN-USE SUMMARY
Station "B"
KPHO (IND.)
Station "C"
Station "D"
MONDAY THRU FRIDAY
Sign-on to 9:00 AM
9:00 AM to 12:00 Noon
Sign-on to Noon
Noon to 3:00 PM
3:00 PM to 6:00 PM
Noon to 6:00 PM
6:00 PM to 10:00 PM
10:00 PM to Midnight
6:00 PM to Midnight
SUNDAY
Sign-on to 6:00 PM
6:00 PM to 10:00 PM
10:00 PM to Midnight
SUNDAY THRU SATURDAY
6:00 PM to 10:00 PM
10:00 PM to Midnight
6:00 PM to Midnight
SIGN-ON TO SIGN-OFF
Based on time periods each station was on the air.
- in Phoenix buy America's TOP Independent KPHO-TV
Look! KPHO-TV, the independent, is the Dominant Station!! 7 days a week-sign on to sign off.
Howard
A MEREDITH STATION – REPRESENTED BY THE KATZ AGENCY
DICK RAWLS, GEN. MGR. HOWARD STAINAKER, ASST. MGR.

QUARTER HOUR WINS*

	IND. KPHO-TV	NET STA. B	NET STA. C	NET STA. D	TIES	TOTAL
¼ HOUR WINS	149	100	61	36	5	351
% OF TOTAL WINS	43	29	17	10	1	100

*Source: ARB Analysis, June 8-14 Report

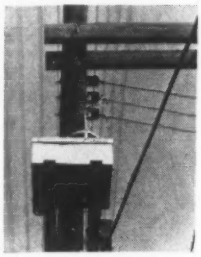
(For those periods when KPHO-TV and at least one other station were on the air.)

KPHO-TV PHOENIX

A MEREDITH STATION REPRESENTED BY THE KATZ AGENCY

THE WEEK IN BRIEF

LEAD STORY



Movies Piped Into Bartlesville, Okla., Tv Homes—Telemovies operation kicks off Sept. 3, with official commercial operation to begin Oct. 1. Exhibitors watching system intensively; many see new method of distributing films. First show on two-channel setup (capable of providing five services) is first-run "Pajama Game" and re-run of four-year-old "Mississippi Gambler." Subscribers like what they see, but speculation in both broadcasting and movie industry, as well as among some of the public, is rife. Page **31.**

ADVERTISERS & AGENCIES

Another Airline to Sprout Wings in Radio-Tv?—Northeast Airlines may double its approximate $1.5 million ad budget, a third of which now goes into radio-tv. Keeping up with a fast expansion, Northeast appoints J. Walter Thompson Co., New York, dropping its Boston agency. Page **40.**

Whiskey on "Tv"—Four Roses and RCA Victor team up for "color" promotion in bars and package stores using color tv receivers (both dummy and real) to separately and collectively push (1) Four Roses whiskey and (2) RCA color tv sets and programming. Question: will tv screen picture of Four Roses draw criticism as "conditioning" public mind to seeing liquor advertising "on air"? "No such intention," say Four Roses' and RCA's agency. Page **46.**

NETWORKS

NBC Spells Out New Radio Rates—Five-minute units to scale down from gross one-time rate of $1,700 and one-minute announcement will cost $1,000, with same rates day and night. Time costs on quarter-hour and longer program lower at night than in daytime. New card effective Oct. 1. Page **72.**

ABN Drops Nielsen Radio Index—Network is expected to sign for new Pulse national radio measurement service that will cover top 26 markets in U. S. Point of issue: the mobile radio audience including portable in-home and out-of-home listening. Page **76.**

TRADE ASSNS.

Time for Industry Decisions—NARTB regional meetings, opening next week, will take apart principal industry problems and then tell broadcasters how they should go about solving them. Page **92.**

Tv Has Its Week—All three networks and 475-odd tv stations join kilowatts to tell America about their medium as National Television Week gets under way. Page **90.**

OPINION

Are Agency Commissions Justified on Package Shows?—Agency executive Ranson Dunnell explains the thorough procedures at the agency level in handling such programs. The Humphrey, Alley & Richards vice president gives his views in B•T regular Monday Memo series. Page **137.**

PROGRAM SERVICES

ASCAP: Does It Face The Music?—Special B•T editorial examines mounting offensive waged by ASCAP forces against BMI and broadcasters, traces historical development of the battle, and points up pertinent "oversights" in ASCAP group's wide-ranging campaign. Page **60.**

GOVERNMENT

Asks Caution With Pay Tv—Sen. Curtis calls on Congress to investigate possible regulation of wired tv, backs stand of others in urging FCC not to act on toll tv using the radio spectrum. Page **84.**

FCC Clears Albany-Schenectady-Troy-Vail Mills Muddle—Commission clears allocation picture by leaving chs. 6 and 10 assigned there and adding 13. Two uhfs in that area given temporary authorization to operate on vhf channels. Page **82.**

A B•T SPECIAL

MR. SARNOFF

How And Why NBC Has Charted Its Course—President Robert W. Sarnoff, in an exclusive B•T tape interview, tells some of the planning and thinking at the network. He reports a good outlook for network radio. Page **124.**

STATIONS

Billing Fever Among Five—NBC Radio's five owned radio outlets are in a business boomlet, which for the six months of the year compared with that period of a year ago translates into an 82% increase in pre-tax profit. National spot is up 15%; local, 18%. Network compensation during this period went up 43%. Page **101.**

RESEARCH

They Read Newspapers, Too—But public considers television the best source of information about political candidates and campaigns, according to survey conducted by U. of Michigan journalism school. Radio ranks as third main source, with magazines fourth. Page **57.**

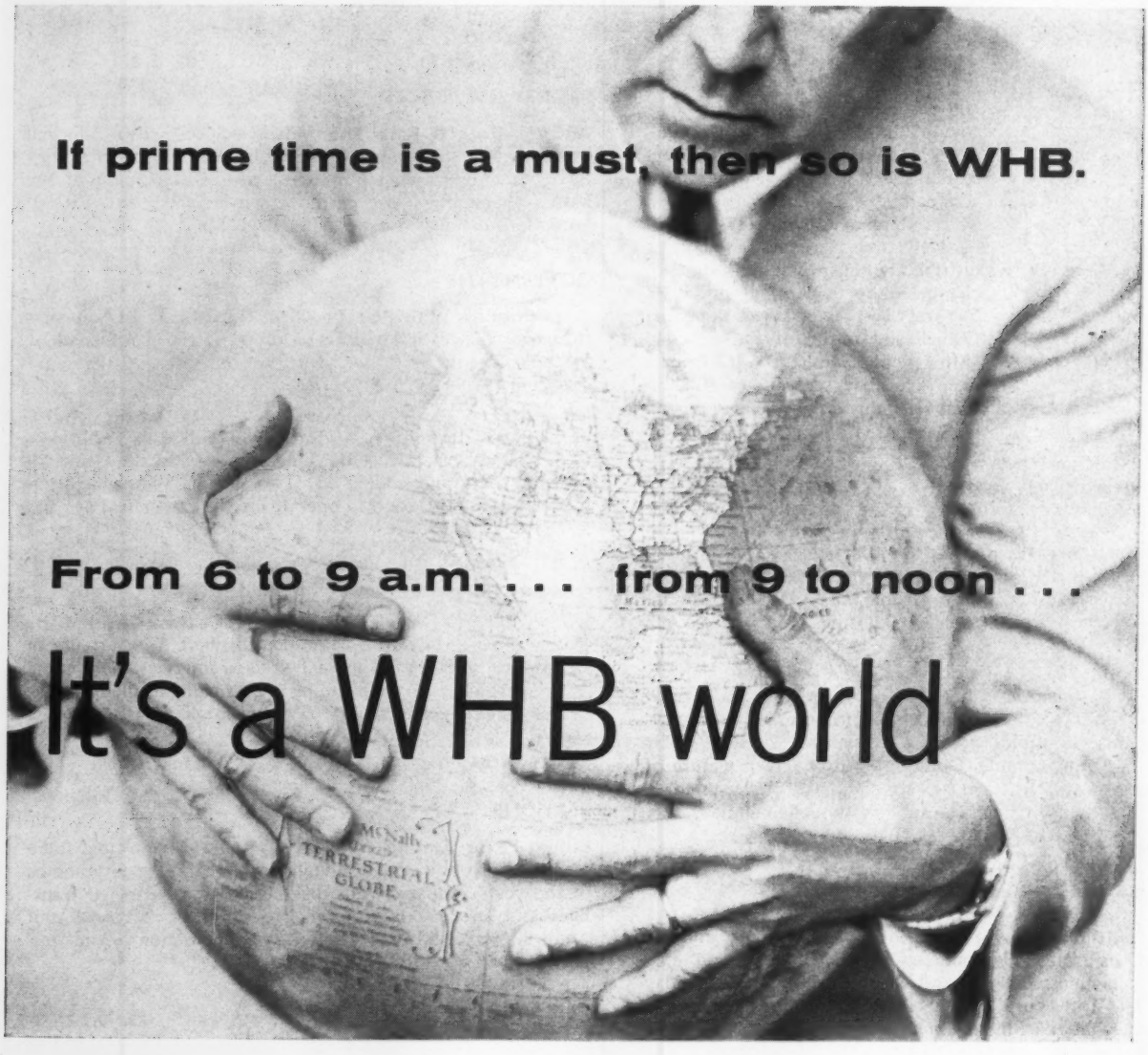
How Does Tv Affect Children?—Foundation study deflates certain popular misconceptions that the medium does some harm. However, it points out that there's room for improvement and offers some suggestions. Page **120.**

DEPARTMENTS

ADVERTISERS & AGENCIES ... 40
AT DEADLINE ... 9
AWARDS ... 122
BUSINESS BRIEFLY ... 52
CLOSED CIRCUIT ... 5
EDITORIAL ... 138
EDUCATION ... 120
FILM ... 96
FOR THE RECORD ... 107
GOVERNMENT ... 82
IN REVIEW ... 14
INTERNATIONAL ... 110
LEAD STORY ... 31
MANUFACTURING ... 98
MONDAY MEMO ... 137
NETWORKS ... 72
OPEN MIKE ... 20
OPINION ... 132
OUR RESPECTS ... 26
PEOPLE ... 116
PLAYBACK ... 132
PROGRAM SERVICES ... 60
STATIONS ... 101
TRADE ASSNS. ... 90
UPCOMING ... 94

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



54.1% Nielsen (6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest Area NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.
Latest PULSE: WHB first every quarter hour.
Latest HOOPER: WHB first with 42.4% all-day average.
Latest TRENDEX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB
10,000 watts on 710 kc
KANSAS CITY, MISSOURI

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

District Court Orders Film Firms To Give Cost-Price Data to FCC

Four tv film producer-distributors were ordered by U. S. District Court for Southern District of New York Friday to provide FCC with cost and price data on their film programs, but Commission was directed to treat financial information as "confidential."

Ruling by Judge Frederick Van Pelt Bryan was on show-cause order obtained by FCC last June to compel companies—Revue Productions, Screen Gems, MCA-TV and Ziv Television Programs—to reply to questionnaire from Commission's Network Study Group [B•T, July 1]. Judge Bryan decided companies should reply to questionnaire but set "reasonable time" for compliance to be worked out by distributor-producers with Commission. He ruled that specific information on prices, costs, profits and lossess of companies should be given.

Four companies had refused to answer questionnaire and had resisted responding FCC subpoenas requiring them to file data with Commission. Their position was that FCC had no jurisdiction over them; detailed information sought by Commission was "irrelevant" to network study and disclosure of data could result in "harmful competition." Though companies declined to comment on Judge Bryan's decision, one official claimed "it was a moral victory" in that confidentiality was their main concern.

Zugsmith-Oxarart Group Sell KITO for $200,000

Sale of KITO San Bernardino, Calif. (5 kw on 1290 kc) by Frank Oxarart, John D. Feldmann and Albert Zugsmith to Pasadena, Calif., interests, including principals of KWKW there, for $200,000 announced Friday. Buyers include Marshall S. Neal and William J. Beaton, KWKW; S. W. Royce, manager, Huntington-Sheraton Hotel, Pasadena, and Lisle Sheldon, owner of Los Angeles advertising agency. Sellers have varying interests in KRKD-AM-FM Los Angeles, KVSM San Mateo, KBYE Oklahoma City and KBMI Las Vegas. Mr. Zugsmith also has ownership interest in KULA-AM-TV Honolulu and is one of group buying WREX-TV Rockford, Ill. KITO sale is subject to FCC approval and was handled by Albert Zugsmith Corp. KITO is ABC-affiliated. Other sales announced Friday:

WERI Westerly, R. I. (250 w on 1230 kc) sold by Ted Estabrook to William Sweeney, vice president of Tele-Broadcasters Inc., and former manager, WARE Ware, Mass. Sale handled by Blackburn & Co. Also 75% of WJKO Springfield, Mass. (5 kw day, 1600 kc) sold by Earl G. Hewinson Sr. and associates to Paul Perreault and Arthur Tacker for $50,000. Mr. Tacker owns WSKI Montpelier, Vt. Sale handled by Haskell Bloomberg. Both sales must get FCC okay.

WWL-TV Starts Operation On Ch. 4 in New Orleans

WWL-TV New Orleans, La., scheduled weekend debut on ch. 4, with President W. Patrick Donnelly, S. J., president of Loyola U., opening station at 6:30 p.m. Saturday (Sept. 7). Fr. Donnelly is president of university-owned outlet. Station went into service 13 years after first tv application was filed, marking end of regulatory complications.

Guests at formal opening included Mr. and Mrs. Edward P. Shurick and Mr. and Mrs. William B. Lodge, CBS-TV New York; Mr. and Mrs. Eugene Katz, The Katz Agency, New York; Mr. and Mrs. Paul M. Segal, Mr. and Mrs. George S. Smith and Mr. and Mrs. Robert Marmet of Segal, Smith & Hennessey, Washington; Miss Evelyn Eppley, legal assistant to FCC Chairman John C. Doerfer.

Officers of WWL-TV, besides Fr. Donnelly, include Rev. A. B. Goodspeed, S. J., faculty director; W. H. Summerville, general manager; Ed Herner, program director, and J. D. Bloom, engineering director. WWL-TV operates with 100 kw maximum power. Network rate is $1,000 per hour. Two other commercial stations (WDSU-TV and WJMR-TV) and an educational outlet (WYES-TV) operate in New Orleans.

TRYOUT IN DETROIT

In its initial use of radio as advertising medium, Upholstery Leather Group, New York, composed of eight leading manufacturers of upholstery leather for autos and furniture, understood to be launching test campaign over WJW, WXYZ and WJR, all Detroit, starting Sept. 16 for 13 weeks. Campaign aimed at promoting use of leather for car upholstery, which faces increasing competition from synthetic materials, and radio effort designed to reach automotive executives and car-riding public. ULG will use about 25 one-minute spots per week on stations, and effectiveness of campaign will dictate future use of medium. ULG in past has used primarily mass-circulation magazines. Agency: Hockaday Assoc., New York.

Jacksonville Uhf Quits

Ch. 30 WQIK-TV Jacksonville, Fla. owned by Carmen Macri, Friday asked FCC to delete its construction permit. Station felt it had no chance to succeed against competition of two commercial vhfs (WMBR-TV and WFGA-TV) and well-established uhf (ch. 36 WJHP-TV) in Jacksonville. Demise of WQIK-TV brings the number of uhfs which have been deleted to 151.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

WESTERN INVASION • Revlon, N. Y., having completed "with excellent results" radio test run in Cincinnati, Denver, and Atlanta on behalf of new "Top Grass" hair tonic, next month invades 10 western states with saturation radio-tv introductory drive, blanketing "every major city." Campaign will last 'til forbid. Agency: Emil Mogul Co., N. Y.

ADD FOR AD • Colgate-Palmolive Co., N. Y., for Ad detergent, placing 21-market tv spot drive starting Sept. 16 and running through Dec. 27. Agency: Lennen & Newell, N. Y.

COLD WEATHER CAMPAIGN • Chap Stick Co., Lynchburg, Va., gearing for chapped lips season with sizable saturation radio campaign in 68-70 markets starting Oct. 15 and running through mid-February. Agency: Lawrence C. Gumbinner Adv., N. Y.

BAB-O BUYING • B. T. Babbitt Co. (Bab-O), N. Y., for first push out of its new agency, Donahue & Coe, N. Y., will use nine-week saturation radio drive. Campaign initially kicked off yesterday (Sun.) in some markets—there are 35 all told—but agency reportedly is still buying for October phase.

P&G TV • Procter & Gamble (Crisco) Cincinnati, planning tv spot schedule in about 25 top markets, starting early in October. Contracts will run 'til forbid. Agency is Compton Adv., N. Y.

ANOTHER HEAVY BARRAGE • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., which carried substantial nationwide radio spot schedule last spring on behalf of Cavalier cigarettes, about to launch similar campaign this fall for same brand. Though details slim, William Esty Co., N. Y., its agency, indicated drive will continue through end of this year.

FLAVORSOME BUY • American Home Foods Inc., N. Y., for Burnett's Flavoring (vanilla), purchasing 35 selected markets "east of Chicago and north of Mason-Dixon line" for 13-week radio push that kicks off Sept. 23. Agency: Geyer Adv., N. Y.

DOUBLE STITCH • Singer Sewing Machine Co., N. Y., which had originally signed up for alternate sponsorship of NBC-TV's *The Californians* (Tues., 10-11 p.m.), has extended contract and will sponsor entire program every week. Young & Rubicam, N. Y., is agency.

at deadline

NARTB to Make Pitch for Ike To Address 1958 Convention

President Eisenhower will be invited to address 1958 NARTB convention, to be held in Los Angeles April 27-May 1, under plans drawn up Friday by association's convention committee at Chicago meeting. Heading committee are J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex.

Management conference will be held in Biltmore Hotel; engineering in Statler. Biltmore Theatre, adjoining hotel, also will be used. Exhibits will be distributed around public rooms in both Biltmore and Statler. Shuttle bus service will be provided. Banquet will be held April 30 in Palladium.

NARTB President Harold E. Fellows named subcommittee to pick keynote speaker. Group, slated to meet during Jan. 19-25 board meeting in Arizona, consists of Messrs. Rogers and Jarman; John E. Fetzer, WKZO-TV Kalamazoo, Mich., and Merrill Lindsay, WSOY-FM Decatur, Ill. Full convention committee will meet Jan. 28.

Attending Friday meeting, besides those mentioned above, were William C. Grove, KFBC Cheyenne, Wyo., and Thomas C. Bostic, KIMA Yakima, Wash. NARTB executives included Mr. Fellows, Everett E. Revercomb, Donald Martin, A. Prose Walker, Howard Bell, John F. Meagher and Thad H. Brown Jr.

RCA Board Expanded to 17

Expansion of board of directors of RCA from 14 to 17 and election of three new directors announced Friday by Brig. Gen. David Sarnoff, board chairman. New directors: Robert W. Sarnoff, president of NBC; Andre Meyer, senior partner, Lazard Freres & Co., New York investment bankers, and Paul M. Mazur, partner, Lehman Bros., New York investment bankers. Gen. Sarnoff also announced quarterly dividend of 25 cents per share on common stock payable Oct. 28 to stockholders of record Sept. 20 and fourth quarter dividend of 87½¢ per share on first preferred stock payable Jan. 2, 1958, to stockholders of record Dec. 9.

Prestone Plans Giant Campaign

More than million-dollar broadcast "spree," biggest in its ad history, is set for this fall on behalf of Prestone Anti-Freeze (National Carbon Co., division of Union Carbide & Carbon Co., New York). To perform feat of squeezing spot radio schedule in four-week saturation schedules in nearly 350 markets areas as well as various network tv sponsorships during October only, advertiser is allocating 75% of its budget to radio-tv; tripling its radio use and doubling its network tv compared to last year. Agency: William Esty Co., N. Y.

Phalen Reports on Bell Labs' Multi-Channel Transmission Tests

Bell Labs' work on long-distance transmission system "theoretically" able to handle "several hundred tv programs" or 400,000 telephone conversations at one time was reported by AT&T Executive Vice President Clifton W. Phalen at Tenth Annual Symposium of Chicago Board of Trade Thursday night. He said system, using "wave guide" (hollow copper tube), is "long way" from regular use and "much more development must be done, but the potential is there." Closer to realization, he said, is Bell Labs' new radio relay which "will take care of more than 10,000 conversations at the same time, or a dozen tv programs plus 2,500 conversations."

Speaking on past and prospective developments in communications, he foresaw emergence of completely new all-electronic switching system in telephone industry within few years, predicted that in foreseeable future "we'll be able to communicate literally any kind of information over any distance, long or short," related progress on "dataphone" equipment which he said can transmit at 1,000 word per minute.

FCC Sets Composite Week

Composite week for all broadcast stations, am, fm and tv, seeking license renewals in 1958 issued by FCC Friday. All dates are in 1957, except that for Sunday, which is 1956. Commission called attention to provision permitting submission of additional data if composite week statistics do not adequately reflect program service. Composite week follows: Sunday, Dec. 16, 1956; Monday, Feb. 25, 1957; Tuesday, March 26, 1957; Wednesday, April 3, 1957; Thursday, June 13, 1957; Friday, July 19, 1957; Saturday, Oct. 5, 1957.

NOW IT'S WJZ-TV BALTIMORE

WJZ-TV became call letters of former WAAM (TV) Baltimore Friday night as Westinghouse Broadcasting Co. held ceremonial broadcast to mark reactivation of historic call letters. Promotional events included special Saturday race at Timonium (Md.) track, with $2 tickets sent to trade. Westinghouse first used WJZ call letters in 1921 for Newark, N. J., outlet, third Westinghouse radio station. WJZ later became NBC Blue key station in New York. Joining in Friday night ceremony were Donald H. McGannon, WBC president; E. V. Huggins, vice president of parent company, and Larry Israel, general manager of station.

PEOPLE

TASO Will Survey Set Makers On Performance of Tv Receivers

Survey of tv set manufacturers to show performance of receivers will be made by Television Allocations Study Organization, following approval of plan at Sept. 3 meeting of TASO board. Technical details of questionnaire will be completed this month.

Dr. George R. Town, TASO executive director, said 162 engineers from 85 organizations are active on six panels. Total of 32 meetings of panels and panel officers held plus many committee sessions. New Panel 6 on picture quality will be headed by Charles E. Dean, Hazeltine Research Corp., with Henry E. Rhea, WFIL-TV Philadelphia, as vice chairman. Panel 6 has 26 members, alternates and observers.

Propagation tests of uhf and vhf stations have been completed in Wilkes-Barre, Pa., area. Similar tests are under way in Baton Rouge, La., area. Both are being made with equipment furnished by Assn. of Maximum Service Telecasters.

N. Y. Quad-City Tv Edict Prompts WWLP (TV) to Drop Satellite

FCC Friday received first repercussions of its Thursday action allocating three vhf channels to Albany-Schenectady-Troy-Vail Mills, N. Y., area (story page 82) when ch. 22 WWLP (TV) Springfield, Mass., withdrew its application for satellite station to operate on ch. 64 Pittsfield, Mass. WWLP said proximity of Pittsfield (30 miles from Albany) to tri-cities makes it impossible for uhf operation in Pittsfield to succeed.

Expected to go dark as result of same action is ch. 29 WCDB (TV) Hagaman, N. Y., satellite of WCDA (TV) Albany. WCDA, currently assigned ch. 41, was given temporary authority to operate on ch. 10 Vail Mills and signals of two stations are expected to overlap.

Comr. Robert T. Bartley, long an advocate of uhf and only commissioner to dissent to FCC decision, Friday said action is "worst thing that could happen to uhf" and wrecks its chances in one of nation's larger markets.

Flanagan Gets KCOP (TV) Post

Alvin G. Flanagan will become general manager of KCOP (TV) Los Angeles immediately upon FCC approval of transfer of station [B•T, June 3] to Kenyon Brown, Bing Crosby, George L. Coleman and Joseph A. Thomas, who recently purchased KCOP for $4 million from *Copley Press*.

Giants Approve Skiatron Pact

New York Giants board of directors has approved contract with Skiatron Tv Inc. to telecast their baseball games via pay tv next season when team moves to San Francisco. Terms of contract, expected to be signed within several days, were not divulged, but it is reported that Giants will receive $1 million upon signing and another $1 million in December [B•T, Aug. 9, *et seq*]. Pact does not cover radio broadcast rights of club, which may run up $350,000 per season in San Francisco.

New Air Training Commands at Randolph Air Force Base have brought into this area nearly 2,000 new families—one reason why growing San Antonio boasts greater drug store sales than Salt Lake City, Birmingham, Omaha, Des Moines, or Spokane.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER.*

IN SAN ANTONIO, IT'S KENS-TV.

CBS

ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

SAN ANTONIO, TEXAS

**See the latest — ARB, PULSE, RORABAUGH*

There Must Be A Reason Why

Edward

NEW YORK · CHICAGO · ATLANTA

Millions and Millions of Dollars

were *invested* in Spot TV advertising

by leading tobacco manufacturers during 1956.

Tobacco advertisers don't *spend* money in Spot TV. . . they *buy* value! For every Spot TV advertising dollar *earns* many more sales dollars. When it comes to investing in Spot TV, rank these great stations at the top of your schedule. They cover 1/3 of all TV homes, are the leading stations in their communities, and are viewed regularly and loyally.

KOB-TV . . . . . Albuquerque	WISN-TV . . . . . Milwaukee
WSB-TV . . . . . Atlanta	KSTP-TV . . . . . Minneapolis-St. Paul
KERO-TV . . . . . Bakersfield	WSM-TV . . . . . Nashville
WBAL-TV . . . . . Baltimore	WTAR-TV . . . . . Norfolk
WGN-TV . . . . . Chicago	KMTV . . . . . Omaha
WFAA-TV . . . . . Dallas	WTVH . . . . . Peoria
WESH-TV . . . . . Daytona Beach	WJAR-TV . . . . . Providence
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
WANE-TV . . . . . Fort Wayne	KTBS-TV . . . . . Shreveport
KPRC-TV . . . . . Houston	WNDU-TV . . . . . Sound Bend-Elkhart
WHTN-TV . . . . Huntington-Charleston	KREM-TV . . . . . Spokane
WJHP-TV . . . . . Jacksonville	KOTV . . . . . Tulsa
KARK-TV . . . . . Little Rock	KARD-TV . . . . . Wichita
KCOP . . . . . Los Angeles	

Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

HERB (OSCAR) ANDERSON SHOW

American Broadcasting Network, having promised to inject more life into radio network fare by means of live programming, appears to have some of the plasma in the new *Herb (Oscar) Anderson Show.*

As host for this Monday-Friday, 10-11 a.m. EDT series, the network uses Mr. Anderson, a barrel-voiced midwesterner who clicked this summer on an early morning show of ABN's WABC New York. The show itself is aimed at "mom" as she works around the house. Mr. Anderson combines exuberance and a limited amount of clowning with what is really some fine musical entertainment. Ralph Hermann and his orchestra, along with vocalist Carole Bennett and a singing group under the name of The Satisfiers, provide the bulk of the hour's entertainment.

Guest vocalist for the opening week was Don Rondo and it would be well if he stayed around. Mr. Rondo sings well in a straight manner reminiscent of the singing popular before vocalists found it necessary to develop a "style." Time signals and weather further the "companion" feeling of the show.

It's to be hoped Mr. Anderson keeps his emceeing under control, as he did last week. It's a welcome relief to hear such a live variety show without having to endure pontifications on world affairs and endless recitations on the vacations and hobbies of the m.c.

While it may be contended the end product is the same whether the music is live or canned, nevertheless, there is a psychological bond established by mere knowledge that the performance is entirely live. The *Anderson* show typifies programming that establishes such a bond.

Production costs: Approximately $15,000 per week for strip.

Sponsored by Nestle Co., through Bryan Houston, and Foster Milburn Co. (Doan's pills), through Street & Finney, on ABN, Mon.-Fri., 10-11 a.m. EDT. Started Sept. 2. Originated live from New York.

Producer: John A. Stearns.

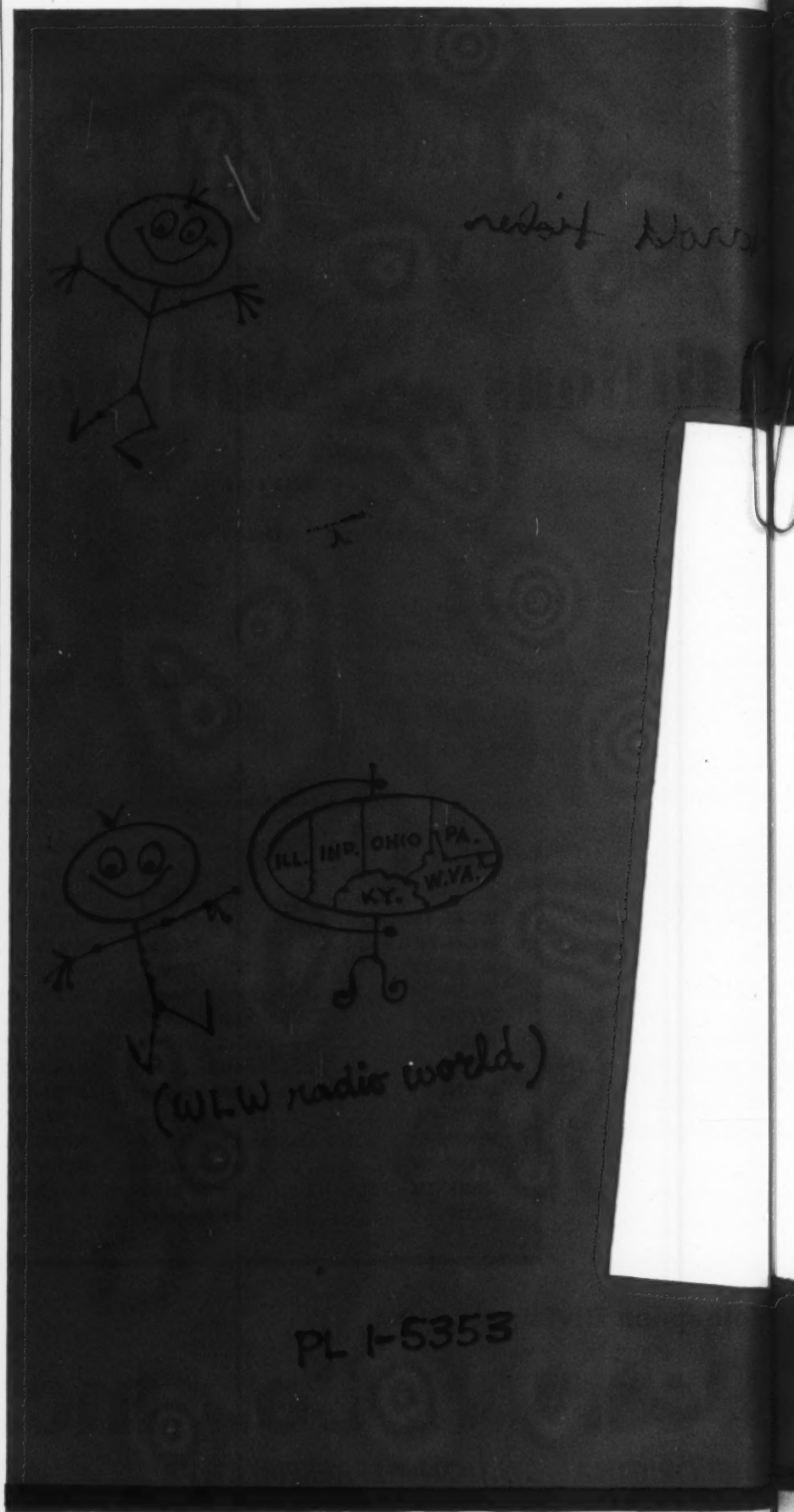
Announcer: Glenn Riggs.

THE VERDICT IS YOURS

In presenting *The Verdict Is Yours,* CBS-TV has capitalized on widespread publicity recently accorded real life legal battles between foster parents and natural mothers for custody of children.

The tv fictional case involved a well-to-do couple who instituted *habeas corpus* proceedings to regain a six-year-old boy they had reared and who was taken from their home by the natural mother a few days after they had filed for formal adoption of the child.

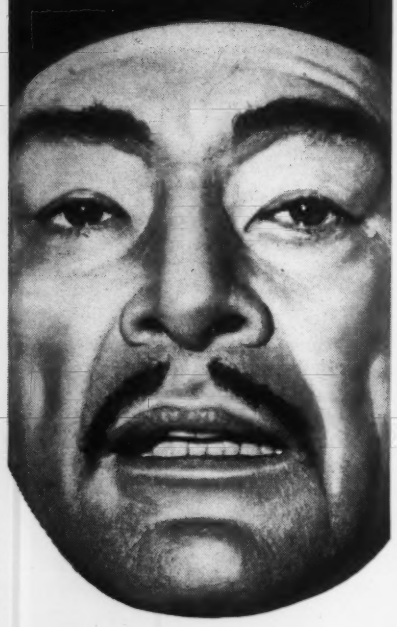
A few twists have been added by CBS-TV. The individual cases run over a period of days, as needed to cover the whole case satisfactorily. Jim McKay is used as a television commentator assigned to bring the proceedings to the viewing public and he



WLW RADIO AUDIENCE AMONG TOP 10 IN AMERICA

A. C. Nielsen Company Reports - WLW Radio consistently with one of the 10 largest audiences of the more than 2870 Radio Stations in America. WLW Radio will give us the nation's 5th largest unduplicated radio audience. So before you buy radio, check with the WLW Radio representative. You'll be glad you did!

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

occasionally breaks in, a la *You Are There*, to report courtroom sidelights and to interview principals.

Opposing counsel in the first case were bona fide lawyers and the presiding judge also was a member of the bar. The jury is selected from the audience present in the four-wall courtroom set which was specially designed for the program. At the conclusion of the testimony this jury renders a verdict.

It all adds up to an interesting half-hour and if the subsequent cases are as controversial as the first, it's bound to provoke some heavy discussions in the viewing homes.

Production costs: Approximately $17,000 per week.
Telecast with various sponsors on CBS-TV, Mon.-Fri., 3:30-4 p.m. EDT.
Started Sept. 2. Originated live from New York.
Producer: Eugene Burr.
Director: Byron Paul.
Associate Director: Al Rafkin.
Technical Directors: Carl Schutzman, George Keck.

SEEN & HEARD

Mike Wallace was buffeted to and fro Sept. 1 on his ABC-TV *Mike Wallace Interview*. The supremely witty, urbane and outspoken enfant terrible of the architectural world, 88-year-old Frank Lloyd Wright, quietly demolished Mr. Wallace's usually-loosely coupled train of thought by refusing to be baited by Mr. Wallace, answering each question with a question in return, shattering Mr. Wallace's composure and proving once again that David doesn't always whip Goliath.

BOOKS

SHORIKI, MIRACLE MAN OF JAPAN, a biography by Edward Uhlan and Dana L. Thomas. Exposition Press Inc., 386 Fourth Ave., New York 16; 202 pp. $3.50.

Masutaro Shoriki, 72-year-old atomic energy commissioner for Japan, today looks back on a long career as police official, politician, newspaper tycoon and, in later years, broadcaster. In fact, Bob Considine, in this book's foreword refers to Shoriki as "the David Sarnoff" of Japan for his furtherance of tv in that country.

Though *Shoriki, Miracle Man of Japan* deals extensively with his accomplishments prior to becoming interested in radio and tv, a portion of the book tells how Shoriki enlisted the aid of fellow newspapermen in successfully ending the government monopoly in radio. Far-sighted Shoriki, aware of the burgeoning growth of television elsewhere in the world, thus was able to set a precedent for acceptance of commercial tv in Japan. He went on to win a tv license in 1952 and, with the aid of an RCA airlift to bring in equipment, put commercial television on the air the next year.

Knowing set circulation would be a problem, Shoriki immediately set about installing tv receivers in public places to build up audiences and, on the basis of head counts that he made at set locations, was able to convince advertisers of tv's worth.

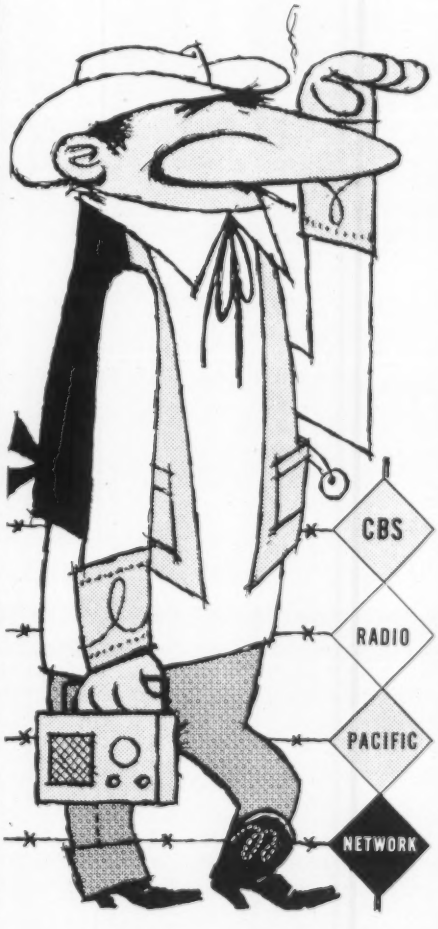
Westerners listen[1] to their favorite[2] programs on the CBS Radio Pacific Network[3]

1 Listen: This refers to "ears in use," not merely to "sets in use."

2 Favorite: As in Harry Babbitt, Sunday News Desk, Dave Vaile News, Ruth Ashton, Frank Goss News and Tom Harmon—to name just a few great CBS'rs.

3 Network: 245,000 watts to blanket the 3 Pacific Coast States.

Summary: Programs, Personalities and Power . . . that's why your message belongs on the CBS Radio Pacific Network.



REPRESENTED BY CBS RADIO SPOT SALES

Meet Paul Taft

Foresighted businessman and broadcaster . . . Paul saw the potential of television . . . determined to be a part of it . . . built KGUL-TV

Just as his station plays a prominent role in the lives of the people of Houston and Galveston . . . Paul occupies a position of leadership in the local affairs of these dynamic communities . . . friendly, experienced, popular . . . a man who is close to the people of Texas and knows how best to reach them.

Paul is one of the important reasons why KGUL-TV is your best buy in the Texas Gulf area . . . the *only* station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

KGUL-TV
GALVESTON

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

LOBLAWS

BUFFALO'S OWN AGENCIES
AND ADVERTISERS CHOOSE
WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To sell Buffalo housewives on the extra service and values in Loblaw Supermarkets, Ad Busch, Inc., buys announcements on WBUF . . .

20-SECOND CHAIN-BREAKS in AA time because they reach Greater Buffalo's big, adult nighttime audience at an economical cost-per-thousand . . . and allow complete flexibility in scheduling announcements of Loblaw specials.

ONE-MINUTE SPOTS in WBUF's "Million Dollar Movie" (5:30-6:40 pm) on Thursdays and Fridays—the nights Loblaw Supermarkets are open.

WBUF, because:

. . . as Ad Busch timebuyer June Kreutzer says, "sales results and in-store surveys show that our 20-second spots on WBUF cover *a large segment of audience that otherwise would not be reached.* And 'Million Dollar Movie's' *consistently high ratings* with the housewife audience make it a natural for our institutional needs."

. . . as the client's film production supervisor, William G. Still, says, "WBUF's *fine technical facilities* guarantee us the finest reproduction, with good balance and smooth integration between feature films and our filmed commercials."

. . . as A. E. Robert Cahoon says, "WBUF's *all-out promotion support* helps merchandise the TV schedule to store personnel, arousing enthusiasm where it really counts, at the store level."

Big and growing audiences, plus gratifying sales results, make WBUF the fastest-moving force in Buffalo. Put this force to work for *you* today!

WBUF·17

BUFFALO, N.Y. **SOLD BY NBC SPOT SALES**

Left to right: William G. Still, Film Production Supervisor, Ad Busch, Inc.; WBUF Announcer Fred Covington; Robert Cahoon, Account Executive, Ad Busch, Inc.; June Kreutzer, Timebuyer, Ad Busch, Inc.

Curtain Rising

OKLAHOMA CITY WILL BE WATCHING
NEW FALL PROGRAMS ON ABC

5 EXCLUSIVELY ON
KGEO-TV

FULL POWER 100,000 WATTS

1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR Television ASSOCIATES INC.

OPEN MIKE

A 33-Year Man Speaks Up

EDITOR:

Perhaps I have waited too long to speak. I am one of the really active old timers in radio. For instance, I had a disc jockey show on WDEL Wilmington, Del., in March 1924; and many more after that in Philadelphia and other cities. I also conducted regular "man on the street" broadcasts in 1924—from Hotel DuPont in Wilmington; others later in Philadelphia, Washington, Virginia and Ohio.

Having been on the air since March 20, 1924, I would naturally have a few things in the so-called "first" category. But the important thing to me is radio, which is still first in advertising.

R. Sanford Guyer
Partner-General Manager
WMOA Marietta, Ohio

Liked Pay Tv Roundup

EDITOR:

I read with great interest your special report on pay tv [B•T, Aug. 26].

My compliments to you. This is one of the finest roundups on the subject that I have read, and I can assure you I read almost everything on this subject that I can find. You have dealt very factually with the pros and cons and all shades of dissension in between.

Milton J. Shapp
President
Jerrold Electronics Corp.
Philadelphia, Pa.

Requests Station Primer

EDITOR:

After reading the letter from Gless Connoy [OPEN MIKE, Aug. 26], I went back to our files to reread "Madison Ave. to Main Street" [B•T, May 14, 1956].

I would appreciate two reprints of this fine article for my personal files.

John D. Gibbs
Program Director
KQV Pittsburgh, Pa.

[EDITOR'S NOTE: Article gave outline on how to start a radio station.]

The Sooner the Better

EDITOR:

Please disregard our earlier letter asking that B•T be sent to us by regular mail. We would like you to continue sending the magazine by air mail, as we received B•T today and were happy to get it so soon. We have already telephoned for some equipment which was listed in the magazine.

Mrs. Hazel M. Vickers
President
WIVI Christiansted, St. Croix,
Virgin Islands

[EDITOR'S NOTE: Air mail service is available at regular subscription rates plus the additional postage costs involved.]

Wants an Fm Count

EDITOR:

As a lifetime radio man (since 1924) I

ALL MONKEYSHINES ASIDE . . .

Timebuyers searching for the selling facts in the Youngstown market needn't bother to look any further . . .

. . . here they are, complete with facial expressions . . .

. . . HEAR ALL . . . SEE ALL . . . TELL ALL!

For example HEAR THIS . . . according to Pulse, of all the homes using radio from 6 A.M. to 12 Midnight, Monday thru Friday—WFMJ delivers 24%!

SEE THIS . . . check the share of audience . . . in the 7 A.M. to 8 A.M. time period, WFMJ out-swings the second station by 30%! From 8 A.M. to 9 A.M. WFMJ leads by 15% and then somersaults into a 20% edge during 9 A.M. to 10 A.M.

TELL THIS . . . regardless how you measure ratings, you will find that by survey, audience loyalty and established reputation, WFMJ is the Number One tire-swinger around the Youngstown Zoological Gardens.

** From left to right . . . Al Hallaman, Ted Conner and Hal Fryar . . . "The Youngstown Area's Top Disc Jockies".*

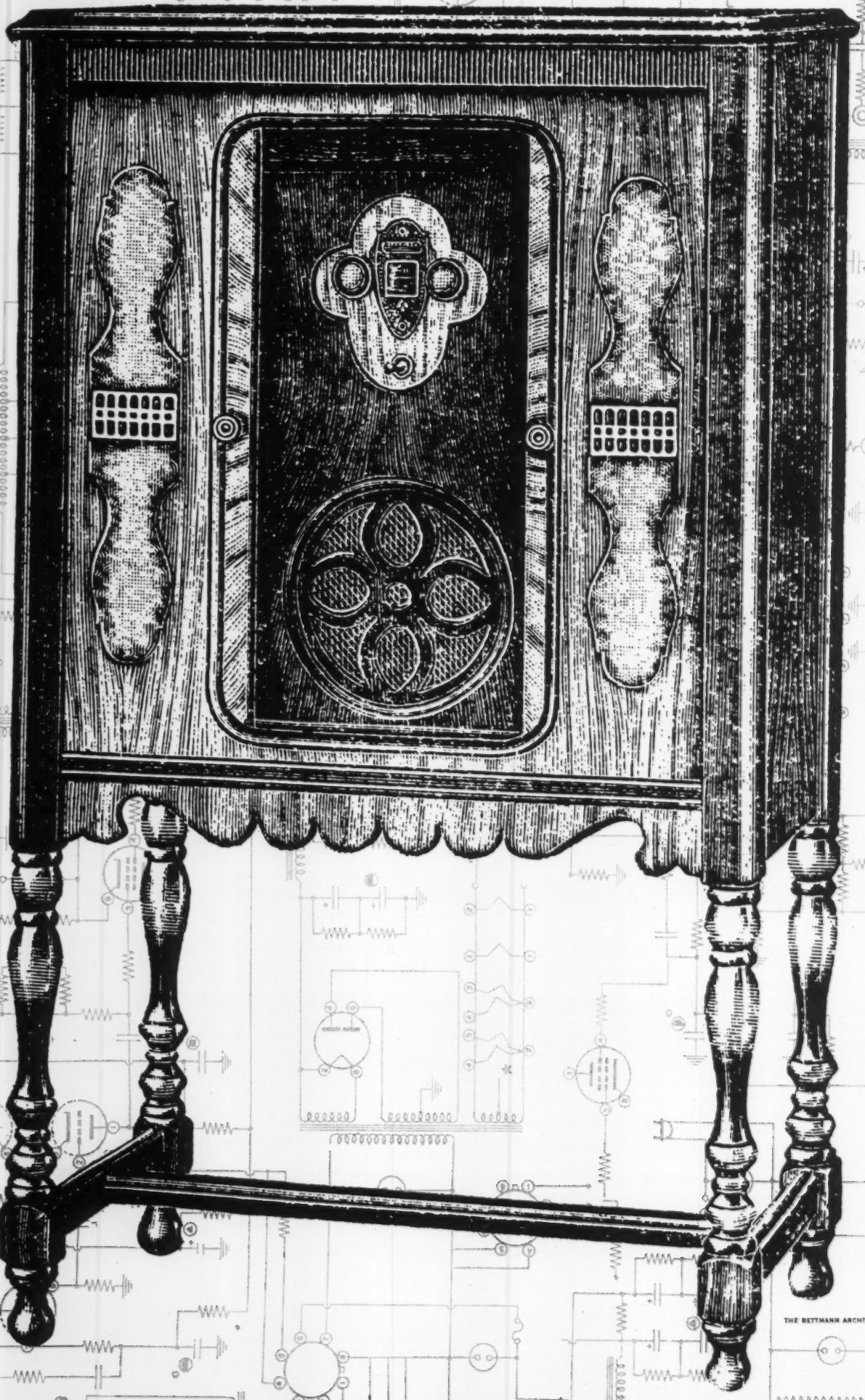
Contact Headley-Reed or call Mitch Stanley for current and fall availabilities. Sell Youngstown – Ohio's 3rd market – with WFMJ Radio.

"Your Good Neighbor Station"

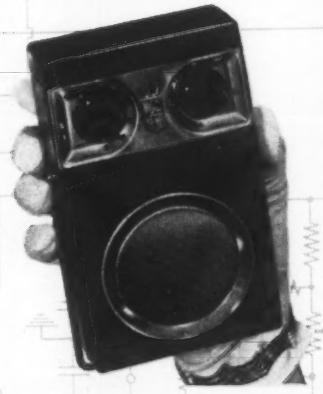
wfmj

NBC in YOUNGSTOWN, OHIO

5000 WATTS FULL TIME



THE BETTMANN ARCHIVE



The smaller radios get,

the larger radio gets.

WMT
CBS Radio for Eastern Iowa
600 kc
Mail Address: *Cedar Rapids*
National Representative: *The Katz Agency*

© WMT, CEDAR RAPIDS, IOWA

went into fm only to prove to myself, at least, that the merits of fm properly presented could improve the status of radio.

Inasmuch as most cities have a proven percentage of fm receivers—why is there not a single fm set count? It is the fm part that results in radio sales in our area and we feel an accurate count should be made. Dealers in our area say unless a radio has fm, they cannot sell it. This is a very important part of the radio picture and it is difficult to understand why so important a figure could be overlooked.

Jerry Cobb
Manager
KNEV-FM Reno, Nev.

Wants Toll Tv in Uhf

EDITOR:

If radio station owners have any intelligence, they will encourage the FCC and Congress to authorize pay tv the right to use the uhf spectrum. Otherwise, the pay tv promoters will proceed with plans to connect homes by wire—wire that can also carry background music to the home. How many radios will be turned on when uninterrupted background music is available at little or no extra cost?

Pay tv will only slightly hurt commercial tv, but why should it be allowed to ruin radio? Furthermore, there is more than ample uhf space for toll tv operators. If the FCC would like to see radio survive, they should not deny pay tv spectrum space. Recent developments indicate pay tv cannot be stopped. Why not let them use the transmission system that will do the least harm?

John Pave
Los Angeles, Calif.

How He Put Fm in His Car

EDITOR:

I have just recently installed fm in my car. I have the Gonset tuner for the fm band, amplified through the regular car radio. The results are satisfactory, but do leave a bit to work on. The only ignition interference comes from an occasional diesel truck. Around town, all the fm stations locally come in fine, but on the highway one frequently finds a shadow area with poor, if any, reception. Then a mile or so on, it is fine again. The signal does not fade under bridges as the customary am reception does; nór is there interference from high-tension power lines.

For an antenna, I have used a regular telescoping auto antenna, pulled to the proper length for the center of the fm band, 98 mc. This works better than the usual uhf mobile antennas, which are usually resonant around 135 mc. or so.

The results are increasingly gratifying, the separate fm programming on several stations is much more pleasant. I hope the day will come when fm in cars, as well as homes, is as common as am.

Paul Schuett
Tacoma, Wash.

PIMITEOUI*
NOW TOPS
82 MAJOR
TV MARKETS
WITH 30.4
SETS-IN-USE
SCORE!
*OLD INDIAN WORD FOR PEORIA AREA MEANING "LAND OF PLENTY"

Your commercials have greater **impact** on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big TV market areas! Sets-in-use actually **average** 30.4% – sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Harold Hopkins
ASSISTANT EDITOR: Dawson Nail
STAFF WRITERS: Wm. R. Curtis, Jacqueline Eagle, Myron Scholnick, Ann Tasseff
EDITORIAL ASSISTANTS: Hilma Blair, Robert Connor, Rita Cournoyer, Frances Pelzman
LIBRARIAN: Catherine Davis
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Stan Hall, Ada Michael, Jessie Young
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE
MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Marilyn Peizer

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Diane Schwartz, Rhonda Rattner
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas
Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

KRON is TV in SF

San Franciscans are sold on KRON-TV

COMING
"NIGHTMARE!"
Thursday, 10:30 P.M.
CHECK AVAILS NOW

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

CASE HISTORY – GARDEN SUPPLIES

IT'S NOT CONFIDENTIAL, the formula for the sweet smell of success at Los Angeles' Bandini Fertilizer Company . . . just careful blending of a fine product with the power of spot radio.

"GREEN THUMB" garden hobbyists used to be Bandini's restricted market. Then sales-advertising manager Bob Reynolds reached out to the vast home-owning populace through THE mass medium, Radio.

FIRST SHOCKED . . . then amused . . . then sold was Southern California when a dulcet feminine voice cooed "Bandini is the word for steer manure!" When nurserymen reported that customers were pouring in for "that sexy fertilizer", success was assured.

"RADIO IS OUR FOUNDATION MEDIUM" says Reynolds; "it has the unique advantage of allowing listeners to use their imagination to interpret our words. It isn't difficult to merchandise dealers . . . they all hear it themselves. We have increased our radio budget every year of the last five . . . and simultaneously increased our sales."

"KBIG HAS BEEN A BANDINI BASIC since its birth in 1952," adds Bob Columbatto, account executive, Cunningham & Walsh. "This contract year we have used an all-time high of 1066 minute spots on The Catalina Station, to get that complete eight-county coverage at exceptionally low cost-per-thousand."

Your **KBIG** or Weed representative is a prime source of other case histories to help you evaluate Southern California Radio.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Rolland Woodmansee Taylor

ROLLAND W. TAYLOR, Foote, Cone & Belding's new president at 49, is quick on his feet, an able administrator and a disciplinarian. But he's always a team player. That is the composite picture of spry and wiry Rol Taylor as volunteered by some of his colleagues at the agency.

But Mr. Taylor, who ascended a little more than a month ago to the presidency of the agency which annually bills among the top 10 agencies in the U. S., speaks hesitantly of himself, turning instead to what the agency itself has done and is doing.

Of this there is no gainsaying. FC&B in 1957 has come alive with creative ideas (for example, its grand advertising-promotion on behalf of Ford Motor's new Edsel automobile) and has been sprinkled with new accounts. At midyear, the agency was estimated to be at an annual billing level of more than $100 million with about $40 million in the broadcast media [B•T, July 8].

While the year has been a lively one for the agency, it also has seen the rise of Mr. Taylor, a former topnotch FC&B account executive. He returned to the agency in January 1956 as executive vice president and manager of the New York office after a three-year interval as vice president in charge of advertising at Colgate-Palmolive, a company that invested an estimated $67 million in its U. S. advertising program in 1956, the last year Mr. Taylor was at C-P. A little more than 18 months after he rejoined the agency, Mr. Taylor was elected president to succeed Fairfax M. Cone, who moved up to chairman of the agency's executive committee—the first such top level change at FC&B in six years.

As a veteran of the advertising field, Mr. Taylor also has an unusual grounding in merchandising and in the broadcast media. He has had 12 years in merchandising, seven with the Kroger grocery store chain and five with the merchandising divisions of *American Weekly* and *Puck, the Comic Weekly*. His baptism in radio began at William Esty & Co., where he was a vice president, and continued later at FC&B and at Colgate-Palmolive. At FC&B, he "inherited radio's No. 1 show—Bob Hope" (sponsored then by Pepsodent) and later became immersed in tv, too, since he was responsible for C-P's broadcast buying.

Rolland Woodmansee Taylor was born Nov. 13, 1907, in Illinois. His boyhood was spent at Long Beach, Calif., where his family moved soon after his birth, and where he attended grade school and high school. In June 1929 he was graduated from the U. of Michigan with a Bachelor of Arts degree.

The depression cast a shadow on his first job, with a stock brokerage house in Los Angeles. Later he was with Union Oil Co. in its training program for a short time. Then in 1930, he joined Kroger, starting as a trainee and working up to assistant branch manager of 540 stores. From 1937-1942 he was with the Sunday supplements. In 1942 he joined William Esty in a merchandising capacity.

AT ESTY, Mr. Taylor worked on such accounts as Colgate, R. J. Reynolds Tobacco, and Thomas Leeming (Ben-Gay and Pacquin). Since these advertisers were radio users, Mr. Taylor was acquiring a radio education in addition to his agency experience. The power of radio in circulating a jingle such as the one created for Super Suds gave him a first-hand taste of a mass medium in operation.

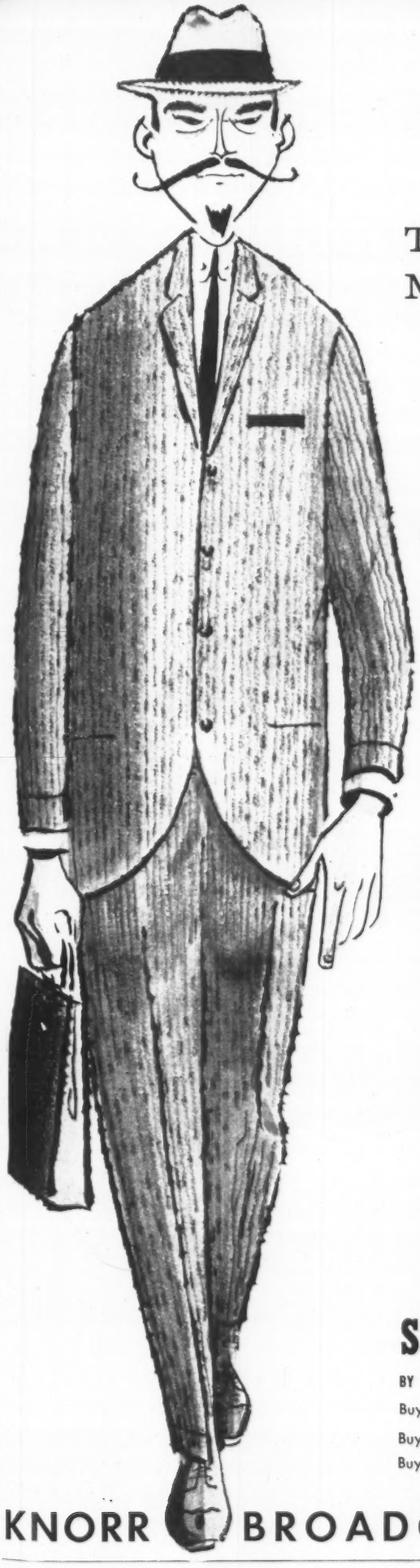
Five years later, Mr. Taylor moved to FC&B in Chicago where he was an account executive on Pepsodent (Lever Bros.). In 1951, he was transferred to the New York office of the agency, with account responsibilities including Pepsodent, Hiram Walker, Kimberly-Clark and General Foods. He was named vice president in charge of advertising at C-P in 1953. He returned to FC&B in January 1956 and last December was elected vice chairman of the board.

Mr. Taylor, a merchandising expert with the steady hand of the administrator, knows not only the facets of advertising but understands people, too. It's said his way with people, as well as issues, can best be seen at a work session.

Although Mr. Taylor is not principally a creative man, he is known for his ability to select the best talent that creative people can provide.

In fact, he will tell you that "the soul of any agency is in its creative capacity. This applies as much to media as to the art or copy departments and to research as well." Accordingly, the agency's prime objective, he says, is to draw out the best and most compelling advertising possible.

Mr. Taylor lives in New York City with his wife, Martha (they were married in 1934). Their son, Tom, is a student at the U. of Pennsylvania, and they have a daughter, Martha. Away from the office, Mr. Taylor "shoots miserable golf," relaxes with books and often travels, usually on agency business.



TIME BUYER
Max Confucius
say:

"WKMH

Vellee Best Buy in DETLOIT

From lichee nut to hydramatic ricksha, WKMH is right tickee for putting starch in sales. You better check, hubba-hubba, with honorable cousin Charlie Statistic, at PULSE*—he say WKMH is number one in Detloit! Yes, WKMH is just my cup of tea, Oolong, that is! So hurry oolong—buy WKMH. Is honorable greatest!"

*According to PULSE — greatest share of audience, 12 to 12! lowest cost per thousand, at all hours!

Save up to 15%

BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations . . SAVE 15%
Buy Any 3 Stations . . . SAVE 10%
Buy Any 2 Stations . . . SAVE 5%

WKMH Dearborn-Detroit
John Carroll, Managing Director

WKMF Flint, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich. Jackson B'cast. & Telev. Corp.
WELL Battle Creek, Mich. Southern Mich. Broadcasters

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed

AT FIRST A WHISPER!

NOW A SHOUT!

"ZIV's GOT ANOTHER SMASH HIT!"

Yes, it's Ziv's HARBOR COMMAND! What a combination ...a commanding role...a commanding performer... fused in white hot action!

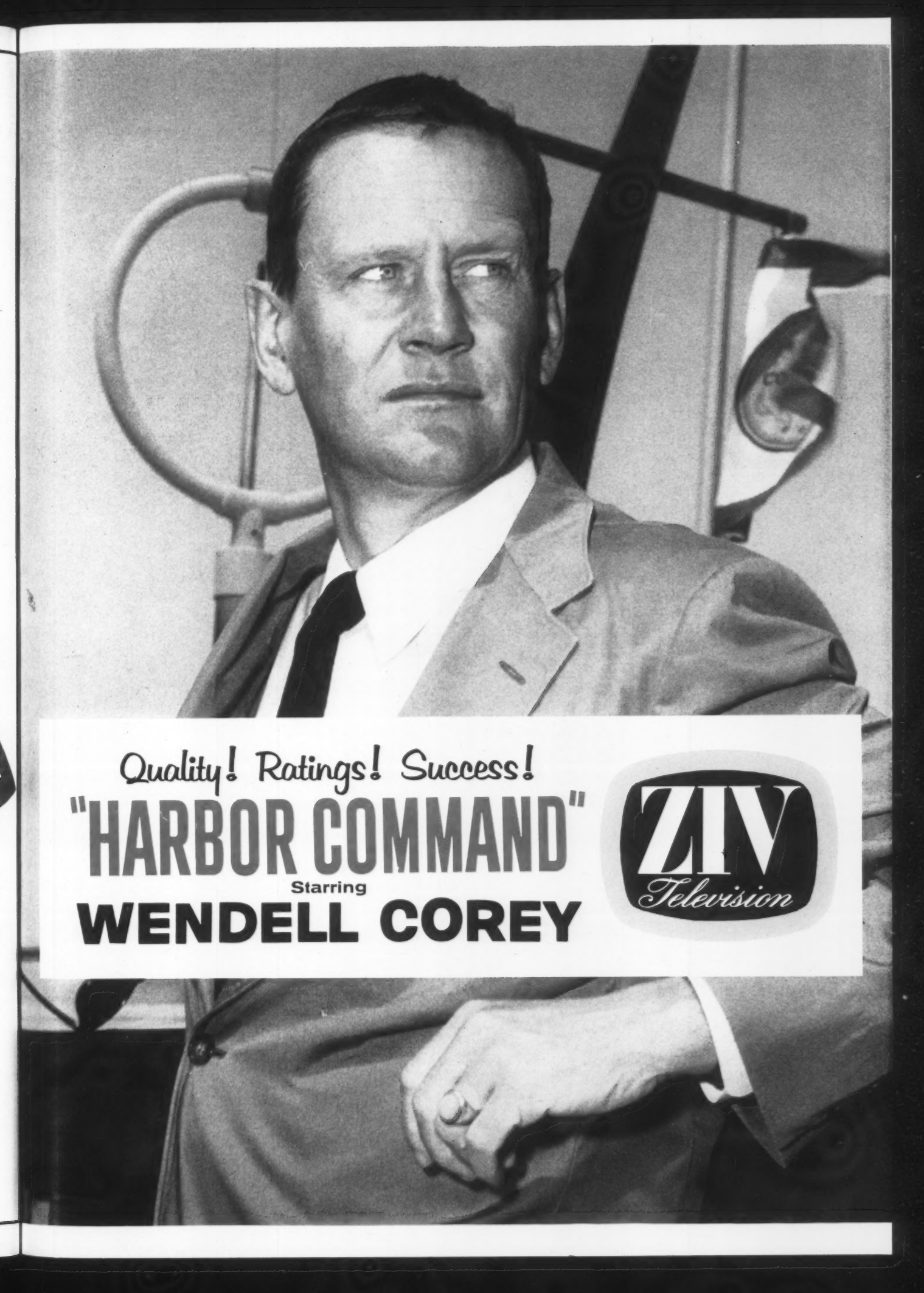
OVER 135 MARKETS ALREADY SOLD!

HAMM'S BEER
LION OIL
SEALY MATTRESS
CAPITOL BEDDING
COCA-COLA
ALKA-SELTZER
KROGER
FORD
CARNATION MILK
BLUE CROSS
WEST END DAIRY
SQUIRT
LEE MOTORS
DERST BAKING

NUCOA MARGARINE
ONE-A-DAY TABLETS
LA ROSA SPAGHETTI
ROCHESTER HOSPITAL SERVICE
MULLER-PINEHURST DAIRY
INDEPENDENT LUMBER CO.
ROCHESTER MILK PRODUCERS
S. A. MACH. & SUPPLY CO.
HOME RADIO & FURNITURE CO.
WLW-A — Atlanta
KBAK-TV — Bakersfield
WAFB-TV — Baton Rouge
KVOS — Bellingham
KBOI-TV — Boise

WNAC-TV — Boston
WTVN-TV — Columbus, Ohio
KYW-TV — Cleveland
WTVY-TV — Dothan
WANE-TV — Ft. Wayne
WDAM-TV — Hattiesburg
WFGA-TV — Jacksonville
WTVJ-TV — Miami
WKXP — Lexington, Ky.
WDSU-TV — New Orleans
WOR-TV — New York
WKY-TV — Oklahoma City
WEEK-TV — Peoria
WLW-I-TV — Indianapolis

KLRJ-TV — Las Vegas
WCAU-TV — Philadelphia
KOAM-TV — Pittsburg, Kan.
KPHO-TV — Phoenix
WIIC-TV — Pittsburgh, Pa.
KSL-TV — Salt Lake City
KRON-TV — San Francisco
WDAU-TV — Scranton-Wilkes Barre
KOVR-TV — Stockton
KOLD — Tuscon, Ariz.
KTNT-TV — Tacoma
WTVT — Tampa
KTVX-TV — Tulsa
KONA — Honolulu
... and others


Quality! Ratings! Success!
"HARBOR COMMAND"
Starring
WENDELL COREY
ZIV
Television

You're always 'on top' with

KTHV

Channel 11
LITTLE ROCK

KTHV has the highest antenna in the Central South—1756′ above average terrain! And that's only one of *eight* reasons why we do such a big job in Arkansas.

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *316,000 Watts*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Ask your Branham man for the DETAILS on all these eight *big* KTHV facts!

CBS **316,000 Watts ..... Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 11 SEPTEMBER 9, 1957

BENCHMARK IN BARTLESVILLE

● Wired subscription tv starts its first test in Oklahoma market

● B•T, on the scene, reports the play, the players, the reaction

A 200-theatre Southwest movie chain has taken the idea of subscription tv and made it its own.

Video Independent Theatres—a major circuit in Oklahoma, Texas and New Mexico and with interests in two tv stations and a dozen community tv systems—began merchandising motion pictures into the home last Tuesday.

The place this revolutionary and potentially competitive tv form is underway is Bartlesville, Okla., an oil center and rich agricultural county seat in northeastern Oklahoma.

At 1 p.m. last Tuesday, Sept. 3, the Logan Taylor family (Mr. Taylor, an executive of the internationally known Phillips Petroleum Co., whose headquarters are in Bartlesville; Mrs. Taylor and son, Mark, 6½, and daughter, Karen, 3½) switched to ch. 3 on their Magnavox console and saw, instead of an off-the-air program, the first Bartlesville showing of Warner Bros.' first run "Pajama Game."

The film was piped into their home over a community antenna type wire system. The charge is $9.50 per month—a flat fee.

But a change to a utility bill concept is in the works—a minimum fee plus a per-program charge.

Although there was no official figure on the number of subscribers, informed sources estimated that there were about 300 orders on the books by the first day.

Actually, the wired tv system, entitled "Telemovies" by its sponsors, will officially begin to operate commercially Oct. 1 when the first $9.50 bills will be mailed to subscribers. Payment is in advance. The month of September is a test period, during which those who are connected will be able to view top run films—as well as re-runs.

Among the up-to-date features which will be piped into Telemovie homes during the rest of September are "Night Passage," with Jimmy Stewart; "Great Man," with Jose Ferrer; "Band of Angels," with Clark Gable; "Jeanne Eagels," with Kim Novak; "Face in the Crowd," with Andy Griffith; "The D.I.," with Jack Webb, and "Prince and the Showgirl," with Marilyn Monroe and Laurence Olivier.

Re-runs for the first month will feature such post-1948 films as "Mississippi Gambler," "So Big," "Calamity Jane" and "Wichita."

The films come from all major producers except 20th Century-Fox and MGM. But, Video Independent President Henry S. Griffing stated last week, "Those two producers never yet have said they would not release to us." The first month's schedule includes pictures by Warner Bros., Universal, Allied Artists, Columbia and United Artists.

The system works this way: Films are run from a street front $100,000 "studio" in downtown Bartlesville, fed to individual homes via coaxial cable attached to the tv receiver's antenna inputs, along with the lead of the regular antenna, through a coaxial switch.

The subscriber then moves the handle of the switch from "TV" to "TM", and can receive on his picture screen the first run picture on ch. 3 and the re-run film on ch. 5.

The system is capable of handling five channels. Video Independ-

BANNER AT DOWNTOWN INTERSECTION LAST WEEK HELPED PROMOTE HOME BOXOFFICE IN BARTLESVILLE

THE TELEMOVIES signal originates in this handsome studio near Fifth & Dewey in Bartlesville. To see where it goes from there, follow the pictures on the facing page, which show the system which carries the signal to the subscriber.

ent has said it plans also to include a music-news-weather audio program; a Muzak-type music channel and a live pickup circuit in the future.

Reception to the first week's showings was two-fold. Connected subscribers liked it; Video Independent officials said they were highly pleased.

Video officials, who shy at the term "toll tv" in connection with their Telemovie project, frankly stated that they will not know whether this is the answer to box office ills until a year or more has passed.

Realistic Mr. Griffing bluntly stated that Video Independent expects to lose $48,000 in the first year's operation. It is understood Video plans to maintain Telemovies for 18 months. The operating "nut" requires 2,000 subscribers, Mr. Griffing said. Video's goal for success is half of the 8,000 tv homes in Bartlesville, he declared

The operation is an extension of the movie theatre's seat to the home, Mr. Griffing emphasized. "This is a new motion picture distribution method," he explained. He frankly admitted the company does not know whether Telemovies will succeed.

The move is in line with Video Independent Theatres practical business methods. The chain, an offshoot of the old Griffith circuit, has been realistic in its approach to dwindling admissions (down 35%-45% since 1950) and revenues (almost a 50% drop since 1953). It has pared conventional, four-wall "houses," increased the number of its drive-ins (to 63 today). It is engaged full scale in a dozen community tv operations, and has a financial interest in an Oklahoma City tv station [KWTV (TV)] and owns a permit for ch. 2 KVIT (TV) Santa Fe, N.M.

The Bartlesville operation has been visited by scores of reporters and exhibitors. Thus far, few broadcasters have appeared on the scene.

In the minds of many Video officials (whose heaviest investment is in motion pictures), Telemovies is an exhibitor function.

The implication of some written and much spoken discussion of the Bartlesville operation is that exhibitors must hurry and undertake their own Telemovies in their own communities or else "outsiders" will take over.

The tall, rangy Video Independent president insisted that there is no such purpose. Although conceding that he considers Telemovies a motion picture distribution method, he emphasized that this is wide open to anyone to come in. There are no patents, no copyrights, he pointed out. Even the equipment is wide open; there are no tie-ins, he stated.

Mr. Griffing did divulge that Video Independent has the only clearance with major producers, and that the Hollywood film companies were not planning to make products available for other such projects until the results of the Bartlesville system are available.

The books on the Bartlesville operation will be submitted to all major producers every month, Mr. Griffing said.

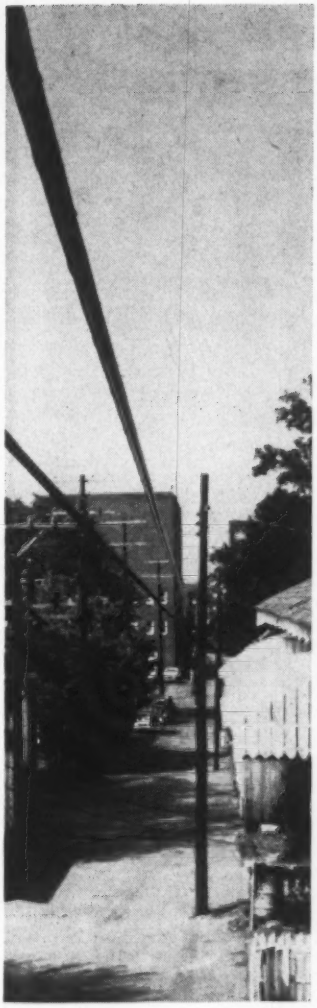
They will be the ones who will decide whether this is a success or not, he noted.

Broadcaster reaction in the Tulsa area—Bartlesville is served by the Tulsa tv stations—was calm. Telecasters agreed that it was too early to draw valid conclusions. But all agreed it must be watched.

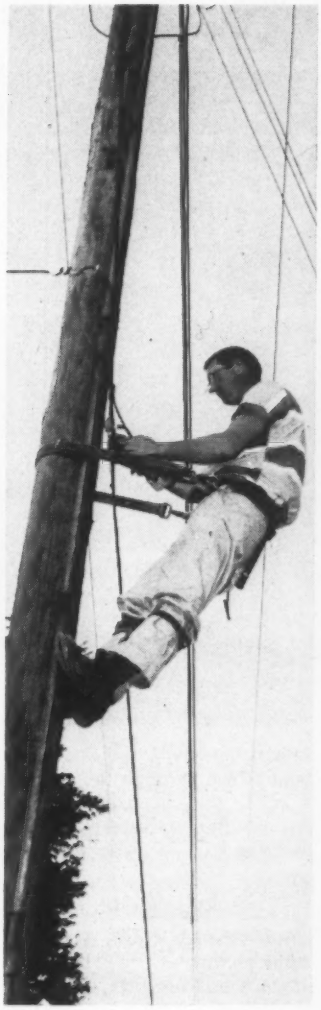
The local Bartlesville radio operation (KWON) felt that broadcasters must move quickly to ensure that Telemovies "doesn't gain an unfair advantage over broadcasters by being unregulated."

The station owner felt that Telemovies' impact will be strong on tv viewing, but he also feared the theatre company would begin selling time. This would affect other advertising media, he explained, and might result in a diminution of the public service of his station.

Mr. Griffing disavowed any present plan to sell commercial time.

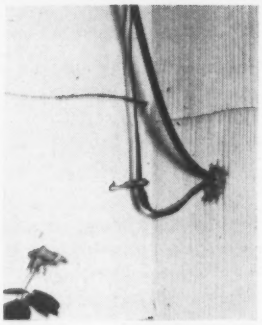


THIS coaxial cable is strung on Southwestern Bell poles.



SERVICEMAN taps the home feed-in onto the coaxial trunk.

THE SIGNAL then goes into the house. Conventional rooftop antenna brings in tv signals from Tulsa stations.



IN THIS installation, both antenna lead-ins enter the house at the same point. The Telemovies wire is the larger one at the top.

He refused to do any "crystal-balling", but emphasized he was talking for himself; what someone else may do is something else again, he said. Video Independent will use "trailers" of coming attractions between shows, he stated.

The Sept. 3 gala saw a host of Telemovie parties (where neighbors and friends gathered at subscribed residences). Some families referred to the excitement as like the early days of tv, all over again.

Representative Bartlesville citizens expressed varying degrees of enthusiasm for Telemovies. Those who were hooked up were lavish in their praise—commenting on the clean picture (no interference, etc.) and in some cases the absence of commercials. Others expressed disappointment that the tv screen size "miniaturized" the film. There were expressions of doubt in some quarters about the ability of Video Independent to continue purveying top quality first runs, or re-runs, and whether it was going to be worth $114 per year.

Video Independent is negotiating with distributors for each picture being used in Telemovie. Arrangements are on a use now, negotiate terms later, basis.

Using the two channels, Video Independent is offering 26 pictures a month—13 first runs and 13 re-runs. Programs begin at 1 p.m. and run continuously to 11 p.m. or later. There will be three changes a week—similar to standard theatre practice.

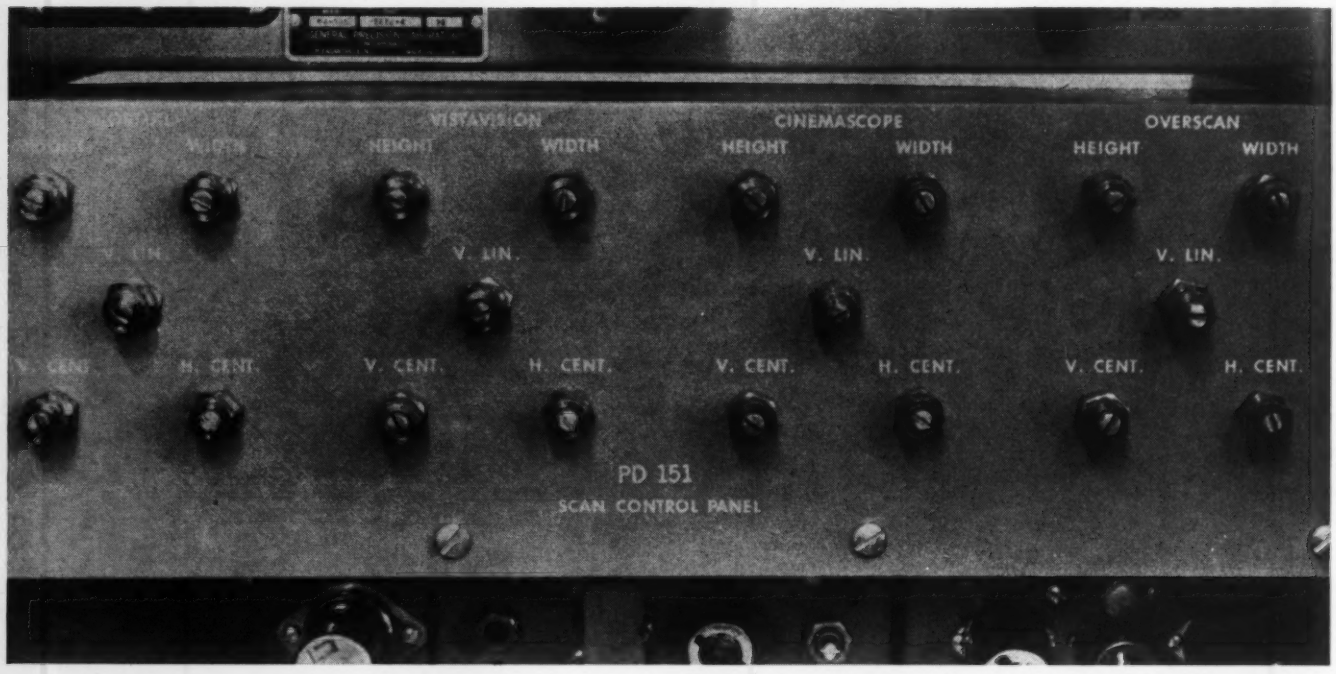
Promotion has been intense. Video Independent has used three-color billboards, a banner across a main Bartlesville intersection, full page newspaper ads, direct mail and telephone solicitation.

On Wednesday, the day after the first regular schedule of Telemovies' programs, 70 new orders were received.

Video has eight 2-man crews, equipped with trucks, making connections.

The impact of Telemovies on tv was minimized. Telemovies is

THE CIRCUIT is completed as this Bartlesville housewife (Mrs. Logan Taylor) turns on her set to watch "Pajama Game."



THE movies' wide screen pictures posed a problem for Telemovies, but General Precision Lab. figured out an intriguing method to take care of what would be impossible distortion on the tv screen. The scan control circuit shown here has push buttons for normal, VistaVision and Cinemascope films, plus overscan. When a wide screen motion picture is scheduled to be shown, a monitored segment is run through the camera gear and the buttons are adjusted to revise the sweep of the tv camera (this is a cropping action). The resultant picture on the tv receiver in the home is virtually distortionless, no mean achievement considering the problem.

available continuously, it was pointed out, so a family could easily watch its favorite tv programs and know they could see the motion picture at any other time.

Implicit in Video Independent's entry into Telemovies is Mr. Griffing's rocklike belief that if it is successful, Hollywood producers will see its income-producing assets and begin to make more "product." He pointed out that in good years, Hollywood normally produced between 600 and 800 features annually. Today the west coast producers are putting out between 300 and 400 features a year, he observed.

Telemovies, Mr. Griffing explained, is an attempt to recapture people who used to be frequent movie goers. And, he added, to win new ones. The reason for the fall in movie going, Mr. Griffing is certain, is not only the lack of more good pictures, but the fact that life is more home-centered today than ever before.

"When I was a young man," Mr. Griffing explained, "when we went to a picnic we walked. Today the walk is to the backyard."

Tv has had an impact, Mr. Griffing acknowledged. Traffic and parking problems add to the stay-at-home attitude. And with the cost of baby-sitting what it is, parents of young children don't go out, he added.

"People used to come to the theatre in the summertime," Mr. Griffing recalled, "because it was the only air conditioned place in town. Now even homes and cars are air conditioned."

In discussing the advertising possibilities of Telemovies, Mr. Griffing expressed the thought that the public was entitled to view "those spectacles" (public events, etc.) without paying a fee.

Such outside activities run up the costs of operation, he stressed, and the Telemovie idea is to keep costs down—through continuous showings of the same picture.

"Telemovies," he added, "is entertainment from a booth, not from a studio."

Mr. Griffing acknowledged that he is anticipating that the monthly flat fee may have to be revised to a metering system, which will permit both the subscriber and the producer to have an accounting on a per program basis. He envisaged something like a telephone bill, a minimum charge plus individual items.

The method, he insisted, must be a central metering plan; the meter device must not be in the home. It should indicate when the set is turned on for Telemovies and what channel is being watched.

There is no place for a coin box in the home, Mr. Griffing stated. He referred to the fact that coin box tv receivers, placed in hotels and motor hotels some years ago, had become obsolete because the public would not use them "like a vending machine."

He said he had invited manufacturers of different billing systems to put a number of their machines or systems in Bartlesville homes on a test basis, but that none had accepted the invitation. Those invited, he said, included International Telemeter Corp. and Skiatron Inc.

No problems were foreseen by Mr. Griffing regarding a federal amusement tax or the 8% communications tax. The service does not call for an "admission," he pointed out, and the Internal Revenue Service recently withdrew its ruling that community tv systems must pay the communications tax.

He could see no possibility of FCC regulation. The system is a closed-circuit, intrastate operation, he stated.

At one point Mr. Griffing expressed the view that if any impact is made on tv it will be on the poorer programs "just like tv's effect on B pictures." This may improve tv programs, he observed.

Bartlesville was chosen for the first Telemovie operation, Mr. Griffing said, because of Video Independent personnel and policy circumstances, not because it was considered a rich community. It met two qualifications, Mr. Griffing said; it was a one-chain town, and it received three good tv signals. He also remarked that in one sense it might not be the ideal place; the higher educational and general cosmopolitan background of many of its inhabitants could react against Telemovies because Bartians' tastes were more sophisticated than the citizens of the average city.

HOW TELEMOVIES WORK

The Telemovies origination center is the old Video Independent-owned Lyric Theatre, three addresses down from the corner of 5th & Dewey Sts. in downtown Bartlesville. The 600-seat theatre was remodeled to provide space for two complete film chains, each comprising two 35mm film projectors, two vidicon cameras and a slide projector, each chain feeding through a multiplexer. The reason for two projectors and two cameras is for standby purposes. Also in the equipment area (a room 21x26 ft.) is a Muzak tape playback recorder, and along the rear wall are racks containing power supplies, sync generators, modulators, patch panels, scanning control circuits, and associated equipment. In the rear of this room is the workroom, with test gear and film apparatus.

In the back of the theatre, which retains the offices of Video's Bartlesville four-house branch, is a 200-seat auditorium, with the stage bare of the silver screen. A closed-circuit type camera chain is scheduled to be installed to serve live origination for local civic events and community affairs.

The technical equipment is mainly General Precision Lab. The film projectors are standard 35mm theatre-type, XL camera projectors, modified to handle tv transmissions. They use a 3-2 shutter intermittent movement to synchronize the theatrical films' speed of 24 frames per second to video's speed of 30-frames per second.

To handle wide-screen theatrical film—Cinemascope and Vista Vision—GPL installed a unique scancontrol circuit which electronically alters the vidicon camera's sweep. This is done with a series of pre-set buttons. The usual 2:1 aspect ratio of the film is swept by the camera on a 1.3:1 ratio. This results in a distortionless normal 4:3 aspect ratio on the tv screen.

In layman's language, the wide-screen picture is slightly cropped on the sides. The picture seemed normal, although there appeared to be a very slight elongation.

Above the control console, which is situated immediately in the forefront of the Telemovies' studio, is a bank of three 21-in. Motorola tv receivers. They are hung from the ceiling, tilted downward.

The power supplies are by Adler Communications Lab.; the sync generators by Pye Ltd.; the bar-dot generator by Tel-Instrument Corp., and the modulators by Jerrold. The tape recorder is a Muzak piece of gear, and the slide projector is by Gray Research & Development Inc.

The cost of remodeling the theatre and the equipment is estimated at $90,000.

The outgoing Telemovies signal is fed from the origination center to a trunk coaxial line attached to telephone poles which run through the city's streets. This signal is given a shot-in-the arm every 1,700-ft. or so by amplifiers mounted along the line. Feeder lines branch off the trunk line down backyard alleys, and tap-off lines run from the feeder lines to the homes of subscribers. This plant is an all Jerrold Electronic Corp. installation. The connection is made to the subscriber's television receiver through the use of a coaxial switch, manufactured by Electronics International Inc., Oklahoma City, which Video's president and vice president control. The switch is attached to antenna input terminals of the receiver, and the movement of the power-switch type handle from one side to the other makes the proper connection to the off-air antenna or the Telemovies wire line. The switch assembly contains a transformer which matches the 72-ohm impedance of the Telemovies coaxial cable to the receiver's 300-ohm requirement.

The outside plant was built by Southwestern Bell Telegraph & Telephone Co., which leases the lines to Video for $1,000 per month per mile. The installation was built by Video's community television system subsidiary, Vumore Inc., for the telephone company at cost plus 10%. The cost was estimated at $150,000.

FIRST MONTH'S MOVIES IN BARTLESVILLE

FIRST RUN FEATURES (ON CHANNEL 3)

Date of Showing	Source of Picture	Title (and Stars)	Length in Minutes
9/3-4	Warner Bros.	"Pajama Game" (Doris Day, John Raitt)	95
9/5-6	Universal	"Night Passage" (James Stewart, Audie Murphy)	90
9/7	Universal	"The Great Man" (Jose Ferrer, Dean Jagger, Julie London)	92
9/8-10	Warner Bros.	"Band of Angels" (Clark Gable, Yvonne DeCarlo)	127
9/11-12	Universal	"Joe Dakota" (Jock Mahoney, Laune Patton)	79
9/13-14	Allied Artists	"Dino" (Sal Mineo, Brian Keith)	96
9/15-17	Columbia	"Jeanne Eagels" (Kim Novak, Jeff Chandler)	109
9/18-19	Warner Bros.	"Untamed Youth" (Mamie Van Doren, Lori Nelson)	79
9/20-21	Universal	"Run of the Arrow" (Rod Steiger, Sarita Montiel)	85
9/22-24	Warner Bros.	"Face in the Crowd" (Andy Griffith, Patricia Neal)	125
9/25-26	Universal	"Midnight Story" (Tony Curtis, Marissa Pavan)	89
9/27-28	Warner Bros.	"The D. I." (Jack Webb, Monica Lewis)	106
9/29-10/1	Warner Bros.	"The Prince and the Showgirl" (Marilyn Monroe, Sir Lawrence Olivier)	117
10/2-3	United Artists	"Trooper Hook" (Barbara Stanwyck, Joel McCrea)	81

RE-RUN FEATURES (ON CHANNEL 5)

Date of Showing	Source of Picture	Title (and Stars)	Length in Minutes
9/3-4	Universal	"Mississippi Gambler" (Tyrone Power, Piper Laurie)	98
9/5-6	Warner Bros.	"Three Sailors and a Girl" (Gordon MacRae, Jane Powell)	98
9/7-8	Warner Bros.	"So Big" (Jane Wyman, Sterling Hayden)	101
9/9	Universal	"Meet Me at the Fair" (Dan Dailey, Diana Lynn)	87
9/10-11	Universal	"Francis Covers the Big Town" (Donald O'Connor)	86
9/12-13	Warner Bros.	"Lucky Me" (Doris Day, Robert Cummings)	109
9/14-15	Allied Artists	"Jack Slade" (Mark Stevens, Dorothy Malone)	90
9/16	Columbia	"Let's Do It Again" (Jane Wyman, Ray Milland)	94
9/17-18	Allied Artists	"Wichita" (Joel McCrea, Vera Miles)	81
9/19-20	Columbia	"Prize of Gold" (Richard Widmark, Mai Zetterling)	98
9/21-22	Warner Bros.	"Boy from Oklahoma" (Will Rogers Jr., Nancy Olson)	88
9/23	Columbia	"Pushover" (Fred MacMurray, Phil Carey, Kim Novak)	88
9/24-25	Warner Bros.	"Calamity Jane" (Doris Day, Howard Keel)	101
9/26-27	Universal	"Abbott and Costello Go to Mars"	77
9/28-29	Universal	"Susan Slept Here" (Debbie Reynolds, Dick Powell)	97
9/30	Allied Artists	"Paris Playboys" (Leo Gorcey, Huntz Hall)	62

Profile on the Operators

The man who leads Video Independent Theatres Inc. is an over-six-ft. tall, rangy Dallas-born lawyer who looks and acts like a Back Bay Boston brahmin. Even his features have a rugged, New England look.

Withal his Harvard appearance, Henry Scherer Griffing is as Texan as oil, cotton, and the Alamo. He was born in 1907 and attended Rice U. in Dallas and Oklahoma U. in Norman, where he took his law degree in 1930. After law school he joined the prominent Oklahoma City law firm of Keaton, Wells & Johnson. In 1939, he entered private practice, becoming general counsel for the then giant southwest motion picture Griffith chain.

In 1949, after the elder Mr. Griffith had become ill, Mr. Griffing and his associates (C. O. Fulgham, C. R. Guthrie are top level assistants among his associates) bought what was then the 250-theatre Griffith Amusement Circuit. It now comprises 140-odd conventional theatres and 63 drive-ins

in Oklahoma, Texas and New Mexico—in such large cities as Oklahoma City, Tulsa, Albuquerque and Lubbock and in such smaller communities as Hobart, Okla., and Wellington, Tex., both with under 10,000 population.

In 1950, the Video Independent people heard of the Pottsville, Pa., community antenna system operation. Mr. Fulgham and Larry Boggs, now chief of Video's television activities, scouted the Pottsville operation. Their reports put Video Independent into the community tv system business.

Video Independent now has community systems in Ardmore, Altus, Hugo and Hobart, Okla.; Wellington, Childress and Sherman, Tex.; and are building new systems in Clinton and Magnum, Okla., and in Gulfport and Clarksdale, Miss. Video Independent's "ctv" operations serve an estimated 7,500 people. Vulmore Corp. is the operating subsidiary.

Video Independent's tv activities are not confined to antenna operations. It owns 12.5% of ch. 9 KWTV (TV) in its headquarters city of Oklahoma City. This came about when competing applicants merged for the ch. 9 facility (now CBS affiliated) in 1953. Mr. Griffing said, he liked the association. The experience in KWTV, Mr. Griffing said, has helped in planning the Telemovie operation in Bartlesville.

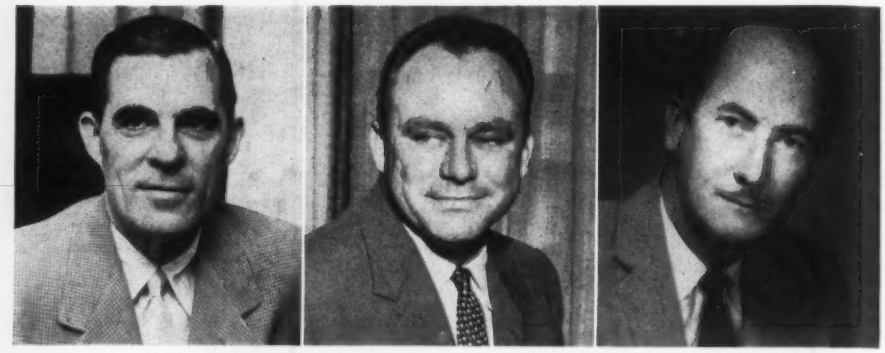
Video Independent also owns a permit for ch. 2 KVIT (TV) Santa Fe, N. M.

Within the last few months, Video dropped a construction permit it held for ch. 9 KSPS (TV) Hot Springs, Ark.

Video Independent has put in for tv in five communities during the past few years, but has a firm policy not to buck local interests. It has withdrawn in Elk City, Okla.; Sioux Falls, S. D.; Lubbock, Tex.; Clovis, N. M., and Midland, Tex.

Video Independent was incorporated in 1949 in Nevada. It is an $8 million corporation. Mr. Griffing owns 50% of the Class A stock and is president. Other stockholders are vice presidents Mr. Fulgham, C. F. Motley and Mr. Guthrie. Each owns 12% Class A and 2% Class B stock. C. B. Akers, general manager of ch. 2 KVOO-TV Tulsa, owns 10.5% of the Class B stock (and is, in his own right, 25% owner of a theatre in Mountainaire, N. M.) Messrs. Griffing and Guthrie own 38% each of International Electronics Inc., crystal manufacturer and now rushing production of the coaxial switch used in conjunction with the tv receiver in the Telemovies project.

As of Dec. 30, 1956, Video Independent's balance sheet showed total assets of $8.7 million, with close to $300,000 in cash. Listed under liabilities were debenture bonds, over $2 million; reserve for depreciation, over $2 million; notes and mortgages, over $700,000; surplus, more than $750,000, and capital stock valued at $1.3 million. Video Independent made $279,815 after federal taxes in 1953; $238,132 in 1954 and $144,883 in 1955.



THE *triumvirate running the Bartlesville Telemovies project comprises (l to r) Dallas-born lawyer, Henry S. Griffing, president of Video Independent Theatres Inc.; native Oklahoman, former commercial and World War II Air Transport Command pilot, Larry Boggs, president of Video Independent's tv subsidiary, Vumore Corp., and Kansas-born, veteran theatre manager, Phil Hays, manager of Video Independent's Bartlesville theatres.*

SEEN AND UNSEEN

At 1 p.m., Sept. 3, when the Bartlesville Telemovies system began operating on a regular basis, those subscribers who had been hooked up for the opening of this pay tv-movies-in-the-home project had their screens blacked out for the following programs from the Tulsa stations which cover the city:

KVOO-TV, ch. 2, NBC *Matinee Theatre.*

KOTV (TV), ch. 6, CBS, *Big Payoff.*

KTVX (TV), ch. 8, ABC, signed on at 2:50 p.m.

If advance plans for "TM" (for Telemovies) parties that night came off, a substantial number of Bartlesville people watched "The Pajama Game" or "Mississippi Gambler" rather than NBC's *Nat King Cole Show, Drama Theatre, Festival of Stars,* or *Panic;* CBS' *$64,000 Question, Jimmy Dean Show, Silent Service,* or *Private Secretary;* ABC's *Broken Arrow, Telephone Time, Polka Time,* or *I Led Three Lives.*

THE KIND OF TOWN IT IS

Bartlesville, Okla.—which lies 55 miles due north of Tulsa on U. S. Highway 75 (except that you make a left turn onto Highway 60 [Frank Phillips Blvd.] at the new multi-million dollar Pennington Hills real estate subdivision)—is best described by what it is not. It is not a cow town. It is not an oil rigger's town. It does not even nestle amidst oil derricks—even though Oklahoma's first commercial oil well, the Nellie P. Johnstone, was drilled there in 1897.

Actually, Bartlesville is more like a university town. It is a white collar town, whose wide streets are clean and well kept.

Substitute for academic halls the billion-dollar, worldwide Phillips Petroleum Corp.; the billion dollar Cities Service Co., and the international H. C. Price Corp. pipeline company. Substitute for students and faculty the executives, the chemists, the geologists, the metallurgists and the clerks of these companies—who make up more than half of the 12,500 men and women gainfully employed—and for townspeople, the citizens of Bartlesville who serve these folk (or who are employed by some of the other 30-odd oil companies) and you have Bartlesville.

Its homes run the gamut of $100,000 estates, $35,000-$60,000 upper middle class 60-70-ft.-long modern ramblers to more modest $15,000-$30,000 ramblers. The per-family income is high—$7,000 a year. (The U. S. figure is $5,736.) The payroll of Bartlesville employers in 1956 reached $40 million—more than half by Phillips and Cities Service, whose headquarters are in Bartlesville. Retail sales in the metropolitan area (Washington County is the metropolitan area and Bartlesville is the county seat) in 1956 were almost $51 million, compared to $23 million ten years before.

Bartlesville agriculture is mainly cattle; in 1954 livestock and livestock products were valued at $1.8 million, cash crops were valued at $217,732, forest products $1,880—for a total valuation of over $2 million. Of the 272,000 acres of agricultural land, 85% is farmland. There were 757 farms in 1954, with an average 300 acres. Land and buildings were valued at over $11 million; with the average farm valued at $14,650.

Sales Management this year rated the effective buying income of Bartlesville as $62.3 million, with a per capita income of $2,276, a per family income of $7,006; a quality index market with a rating of 125%.

The city boasts two newspapers (one morning and one evening, both published by the Bartlesville Examiner-Enterprise Co.) 11,000 circ.; one weekly newspaper; one radio station (KWON, 250 w on 1400 kc, MBS).

Bartlesville receives a good Grade B tv signal from Tulsa's three vhf stations—ch. 2 KVOO-TV (NBC), ch. 6 KOTV (TV) CBS and ch. 8 KTVX (TV) (ABC)—but a 20-ft. stick and a directional array are necessary on the rooftops of Bartlesville's 8,000 tv homes. Reception ranges from strong to adequate.

BIG and STRONG

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320

NCS No. 2 proves that more Central Iowa families tune to WHO-TV every day, than to any other Iowa television station.

NCS No. 2 covered 54 counties, with Des Moines' home county of Polk accounting for *only 24.3% of the total television homes!*

Because it is backed by 33 years of broadcasting integrity, public service and believability, WHO-TV—*like WHO Radio*—assures advertisers of BIG audiences . . . BIG results.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

WBRE-TV *Means*

MARKET COMMUNICATION

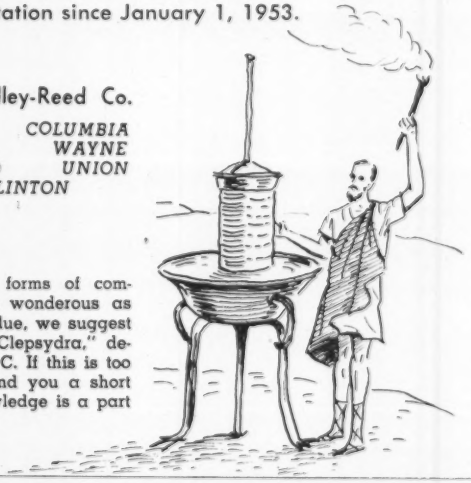
to the people of 19 Counties in N.E. Pennsylvania

Keeping pace with Wilkes-Barre's, Scranton's, Hazleton's and Williamsport's outward spread as new residential areas are developed, is the distinctly American Institution of the Shopping Center. And right in the center of the Centers is the food market . . . where the people of nineteen Pennsylvania Counties go to buy. To reach these people, WBRE-TV is the station that consistently reaches them with the best programming. WBRE-TV's population coverage is close to 2,000,000 and the latest set count was 350,000. One food market advertiser with a twice-a-week quiz show on WBRE-TV averages 4,000 postal cards weekly, and has been on the station since January 1, 1953.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE* *LACKAWANNA* *LYCOMING* *COLUMBIA* *SCHULYKILL* *NORTHUMBERLAND* *MONROE* *PIKE* *WAYNE* *WYOMING* *SULLIVAN* *SUSQUEHANNA* *BRADFORD* *UNION* *LEHIGH* *SNYDER* *MONTOUR* *CARBON* *CLINTON*

WBRE
TV Channel 28
WILKES-BARRE, PA.



Man has created many ingenious forms of communication . . . none of course as wonderous as Television. Just for its educational value, we suggest you looking up the details of the "Clepsydra," designed by Aeneas Tacitus in 336 B. C. If this is too much trouble, write and we will send you a short story on it. . . . Communication knowledge is a part of WBRE-TV's services.

WHAT SUBSCRIBERS THINK

The unique thing about Bartlesville subscribers to Telemovies is that the vast majority of those interviewed—and the homes of Bartlesville families have been invaded in force by surveyors, reporters, theatre men making their own private sampling—are not keen moviegoers.

In fact the usual answer to the question, "Do you go to the movies often?" is "No."

Several frankly admit that in recent years they might have gone to the movies "maybe four or six times a year."

The reasons given for this non-cinema going is also unusually unanimous. Small children.

There are some, of course, who answered that they are very fond of the movies—and before the children came they went frequently.

Why, then, are they keen for Telemovies?

Logan Taylor, in his middle thirties and the father of two pre-school children, put it this way:

"This is a new thing. A great advance. Closed circuit tv programs should be superior to regular television. There should be better programs on Telemovies, new movies instead of the old ones on tv. This should be ideal for fights and special events.

Mr. Taylor is the $12,000-a-year administrative assistant to Ross Thomas, Phillips Petroleum vice president in charge of research and development. College educated, he favors cultural activities. His five-year-old $750 Provincial Magnavox stands in the corner of his pine-paneled recreation room which is separated from the living room of his modest white clapboard home by French doors. The Magnavox is a home entertainment unit—it contains am, fm, tv, phonograph. The Taylors are great music lovers; they have about $500 worth of classical records. Books fill a built-in wall bookcase. Photography is Mr. Taylor's hobby.

The Taylors refer to themselves as selective moviegoers. They say they go to the movies about six times a year; mostly downtown without the children, but occasionally to a drive-in with the children and then to a good, children's movie.

But, they are "ardent" tv viewers. Their favorites are such programs as *Studio One, Twenty-One, Today,* sports. Mrs. Taylor expressed approval of these, plus the *Home-show* and *Matinee Theatre* (a local afternoon movie program).

The Taylor home is topped by a 20-ft. mast, on which is mounted a directional array—a mattress behind two dipoles.

Both the Taylors expressed approval of many children's programs on tv. How were they going to watch movies and let the children see good tv programs? "Guess we'll have to get another set," Mr. Taylor mused.

The Taylors are old Bartlesville residents.

Mrs. Tom R. Weaver is new. The Weavers have been in Bartlesville for only a year (they came from Oklahoma City). Mr. Weaver is an insurance man. They have two children also, Tony, 5, and Melissa, 4.

Mrs. Weaver "loves" movie-going, but in the last five years has gone perhaps "twice a year." The children are the root of this —need for baby sitters. She and the children take a short rest-nap between 1 and 2 p.m. each weekday, Mrs. Weaver stated, and they watch the *Matinee Theatre* movie program at that time.

Mrs. Weaver feels that with Telemovies, she is going to see features she would not otherwise see.

All such families were not as affirmative as these two. One reporter, who had been given two names by the local Telemovies people, discovered that both had been given free installations on the condition they would permit technicians and surveyors to visit them—and also to play host to neighbors and friends. One woman informed her visitor that she planned to cancel her connection when the first bill came.

Taxi drivers are notoriously man-in-the-street oracles. Two Bartlesville hackies were questioned. One said he had applied and couldn't wait for the Telemovie installation to be made. He said he felt that $9.50 a month was not too much, since he could sit at home in comfort, drink his beer and see the newest shows. The other was equally as candid. He said he was "waiting." "Waiting for what?" he was asked. "Waiting for $9.50 a month," he replied.

Mr. and Mrs. H. Lee Crain have not subscribed. They are awaiting developments. They know of none of their neighbors or friends who have signed up. They don't see how Telemovies can bring them anything special worth $9.50 a month. They like free tv, have had it since 1952, but complained about some programs and commercials.

Professional men are usually good indicators of trends. One physician, enthralled with what he saw Tuesday night, phoned in to have his other three sets so equipped. A Bartlesville dentist, who uses tv in his operating rooms (he specializes in children's practice), ordered all six of his tv sets "telemovied." This posed a problem since he was working the receivers from one master antenna system.

Local realtor Glen Hopkins, the so-called first resident to be connected (he won a drawing), asserted that it was just "like the early days of television." Mr. Hopkins got his first tv set in 1949 and, according to him, people are starting to come right in as they did then. Mrs. Hopkins is an inveterate movie-goer. She explained that she might have to cut down on this with Telemovies at home.

THIS is the coaxial switch which feeds both the off-air and out-of-wire signal to the tv receiver. It is clamped to the back of the set, with the handle up, available to be pushed to "TV" (off air) or "TM" (Telemovies). The assembly terminates in a transformer which corrects for the difference in impedance of the twin lead from the antenna and of the coaxial cable.

WHAT BROADCASTERS THINK

The attitude of Tulsa telecasters—the three Tulsa stations count Bartlesville in their Grade B coverage area—is unanimous. They're interested, and watching it carefully.

As one of them said, "They're using tv channels, aren't they?" The Bartlesville Telemovies system uses chs. 3 and 5, otherwise unused.

There is an unusual aspect to the Tulsa broadcast situation. It is this: One of the Tulsa station managers also has a significant stock interest in Video Independent Theatres. This is C. B. Akers, general manager of ch. 2 KVOO-TV, the NBC outlet in Tulsa. Mr. Akers did not feel that Telemovies would have an adverse effect on television viewing. There is room for both, he explained. The family will pick the time to watch their favorite tv programs, and know that they can pick up Telemovies any time—since the films are run continuously.

The other two broadcasters expressed wholehearted support of the NARTB position and action. This contemplates a survey of Bartlesville and a repeat interrogation after enough time has passed to ensure a fair response.

An interesting point was made by one telecaster—all except Mr. Akers asked for anonymity at this time. This had to do with the impact on tv viewing if the Telemovies idea won as many as 3,000 adherents. After all, he explained, Tulsa telecasters count 312,000 tv homes in their home grounds. If Bartlesville had 3,000 subscribers to Telemovies, and all of them happened to be watching the movie, the rating on a tv show being broadcast at that time would only suffer a 1% decline.

Bartlesville's only radio station, 250 w, MBS-affiliated KWON (on 1400 kc), is run by Fred Case. The station was established in 1941. Mr. Case is more worked up about the Telemovies development than the Tulsa telecasters, although he admits that the impact, if any, will be mainly on television viewing.

One point, it seems to Mr. Case, is paramount. This looks like broadcasting to him —after all, Telemovies is bringing in entertainment and possibly news to the home. This is, and has been, the function of broadcasting. There is also the possibility of commercials, affecting local media. If the impact is strong, KWON will suffer and be in a poorer position to serve its public.

In that event, Mr. Case thinks the FCC should step in. Telemovies should not be unregulated, he stated. "We both should be under the same handicap."

He expressed his belief that tv set owners bought their receivers on the assumption that they would receive free programs.

NORTHEAST SETS RADIO-TV PLANS

Rapidly-expanding Northeast Airlines Inc., Boston, which has been increasing the spread of its wings over the U. S. East Coast, can be expected to become an important user of the broadcast media.

The airline now estimates an investment of about $500,000 in radio and television out of its approximate $1.5 million annual advertising expenditure.

Future advertising plans: review of all of its current usage of newspapers, radio, tv and other media, and expansion (or additional concentration) where needed. There is a report NEA may double its total advertising expenditure.

The first move occurred when Northeast appointed J. Walter Thompson Co. in New York to handle its advertising effective Oct. 10. In taking its ad activity to New York, NEA is parting with its Boston agency, Chambers & Wiswell, with which the airline has been associated continuously since 1954, although NEA has been in and out of the agency over the past 25 years.

Airline industry sources note that Northeast is following the pattern of other air carriers, which when routes expand and service changes from local to regional hops, reflect this growth by dropping local agencies and appointing agencies of national stature.

At present, Northeast Airlines uses radio extensively, its investment in the medium totaling about the same as it spends in newspapers. The airline runs spots in Boston, New York, Philadelphia, Washington and Miami, sponsoring on WINZ Miami a through-the-night program. Its tv sponsorship has been limited: a five-minute newscast on one Boston station, a similar news show on a Miami tv station and tv spots in Washington.

About the future, Edwin W. Breed, NEA sales director, says: "We definitely will expand radio and tv."

At this writing, Northeast Airlines and JWT have been pinning the advertising expansion on the date of the agency changeover in October, and last Thursday and Friday both client and agency were huddled over NEA's advertising program.

In brief, this is a summary of other highlights in the NEA advertising story:

• JWT executives on the account have been appointed. They are Charles A. Rheinstrom, a vice president and a key to the NEA change of agencies, who will be account supervisor; Paul Lund, who has been assigned as account representative; Robert Lilien, who will be associate media director; S. S. Scott Jr., assigned as head broadcast buyer, and B. L. Nutting Jr., as head space buyer.

• Northeast hopes to increase its gross volume to such a point that in time it can reduce the percentage it now allocates to advertising. Thus, NEA currently is investing more in advertising proportionately to its gross than if its revenues were greater. The reason NEA is spending more than the 3.5% of its current gross for advertising is because of its expansion program. The 3.5% of gross to advertising is considered in some airline quarters to be the general formula to use for a major airline's ad budgeting. Right now, NEA's revenues are only starting to climb.

• Northeast Airlines President George E. Gardner claims the change in agencies was triggered by the feeling that "we have outgrown their (Chambers & Wiswell's) operation." Mr. Gardner also says that NEA wanted an agency with operations extending outside Boston and outside New York City as well.

Mr. Rheinstrom, who will supervise the Northeast Airlines account at JWT, is an expert on transportation company advertising. He was with American Airlines Inc., New York, for 18 years, nine as a director and vice president in charge of traffic and sales. He formed his own aviation consulting firm in 1946, two years later joined Erwin, Wasey & Co. as a senior vice president and in 1950 moved to the Thompson agency. He is said to have figured in Thompson's acquisition of the New York Central Railroad and the Douglas Aircraft Co. accounts.

Northeast Airlines' current growth bloomed when the Civil Aeronautics Board in August 1956 granted the airline permission to extend its routes to Florida and become the third carrier on the East Coast route. With this *coup*, Northeast was able to add Philadelphia, Baltimore and Washington as well as Miami, Tampa, St. Petersburg-Clearwater and Jacksonville to the system. Service to Washington started Nov. 27, 1956; Miami was opened Jan. 9 of this year and Philadelphia only last June 27.

But the airline has been linked with expansion ever since its founding 24 years ago by a group of aviation enthusiasts including Amelia Earhart and backed by New England railroads at the outset. In 1945 the railroads divested all interests in the airline after Northeast extended its operations into New York. During World War II Northeast operated flights only between Boston and Presque Isle, via Portland, Augusta, Bangor and Houlton, and also between Boston and Moncton, N. B.

With return of flight equipment from the government for use during the war, Northeast in 1944 resumed service to Montreal, via Concord, Barre-Montpelier and Burlington and early in 1945 was awarded a route extension to New York City. In postwar years, NEA expanded its New England service and opened a former airline route serving Cape Cod.

Northeast is investing heavily in the future. Its current fleet includes 12 Douglas DC-3s; 6 Convairs and 10 Douglas DC-6Bs (Skylarks) and it has on order 5 Bristol Britannias which will be delivered starting this November. These planes, dubbed "Whispering Giants," are turbo-prop aircraft. According to Mr. Gardner, NEA in about 18 months will have grown from a $5 million to a $50 million investment upon delivery of all aircraft on order plus the needed additional personnel and installation of facilities for servicing.

NEA claims an unprecedented increase of more than 34% in the number of revenue passengers carried in July of this year compared with that period last year, and notes the final figures for that month broke all previous revenue passenger records in the firm's history. Totals for July: 93,383 as opposed to 69,330 for that month in 1956.

Although in the throes of expansion—its Florida runs have yet to show up substantially in figures compiled thus far but should do so this fall (again the timing for the agency shift)—Northeast Airlines rated 12th in the standing of the 12 major national airlines in the U. S., according to the number of revenue passengers. But Northeast has only begun its climb. In all of 1956 it had 593,449 revenue passengers. In the first six months of this year, it had a total of 295,166 with its new routes only starting to operate. In 1956 it flew 119,454,000 revenue passenger miles but in the first six months in 1957 it had totaled 78,688,000.

For the most part, all 12 of the top U. S. domestic airlines use the broadcast media. Some are heavy spot users and as a rule placement of schedules is concentrated on the markets served by the individual line.

But in its future broadcast plans, Northeast expects to concentrate with increased emphasis in the markets that its routes now serve; any advertising revisions now in the making will be upward and its heavier-than-3.5% of gross budgeting will continue for perhaps another 1½ years. Markets which will come up for an advertising review initially: New York and Boston.

MOST VERSATILE SALESMAN
in Denver TV

For more than a dozen years
Starr Yelland has been
the most popular air personality
in the Rocky Mountain area.

Today, he's Denver's highest
rated TV sports reporter—
Denver daytime's
most effective salesman.

One of TV's great 'natural
salesmen' Yelland is amazingly
effective with demonstration
commercials—equally potent
with film lead-ins.

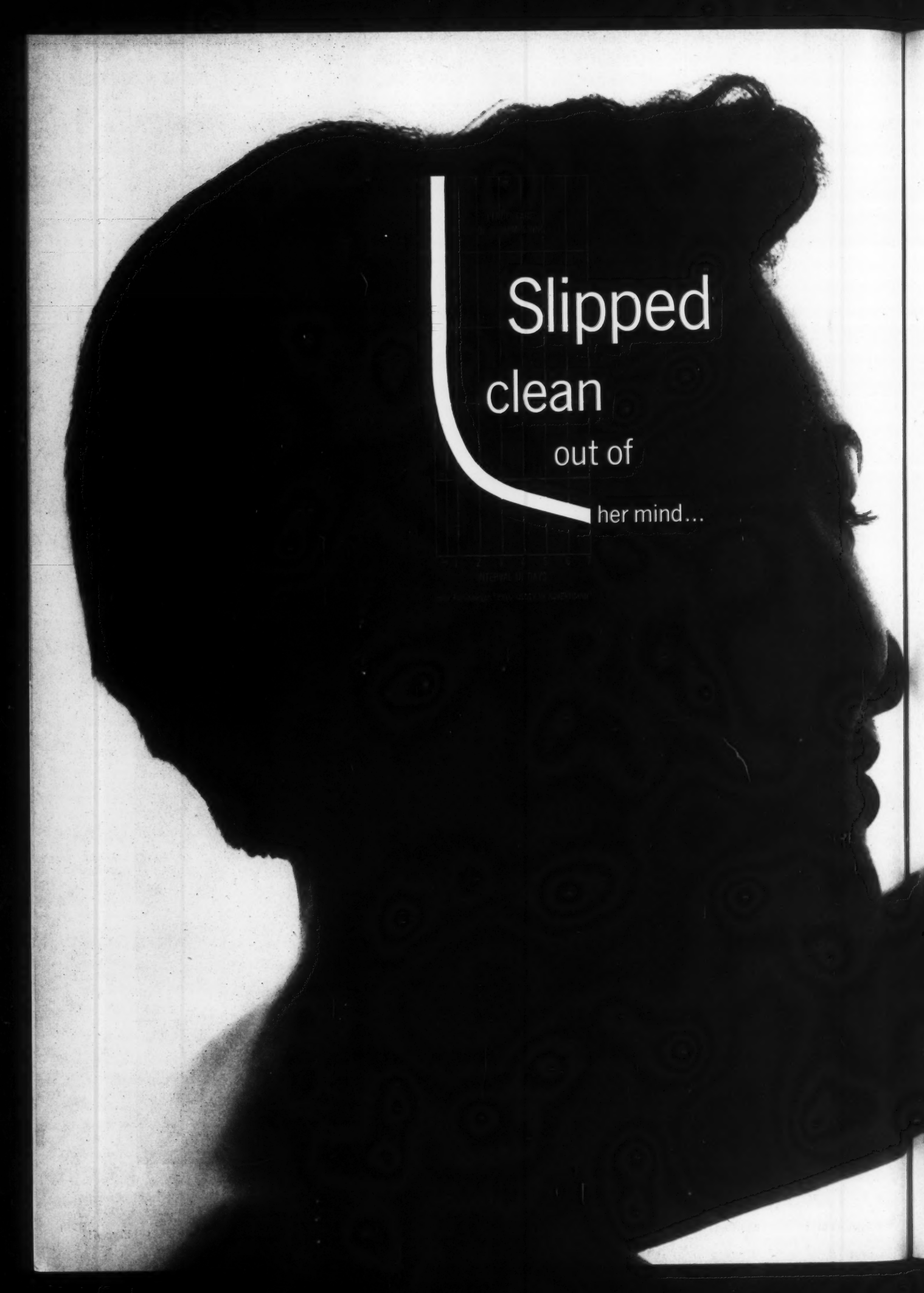
Starr Yelland is *one* personality
you should include in *all*
schedules. Call your KATZ man
and ask about the
Yelland success story.

CBS in DENVER

KLZ TELEVISION Channel 7

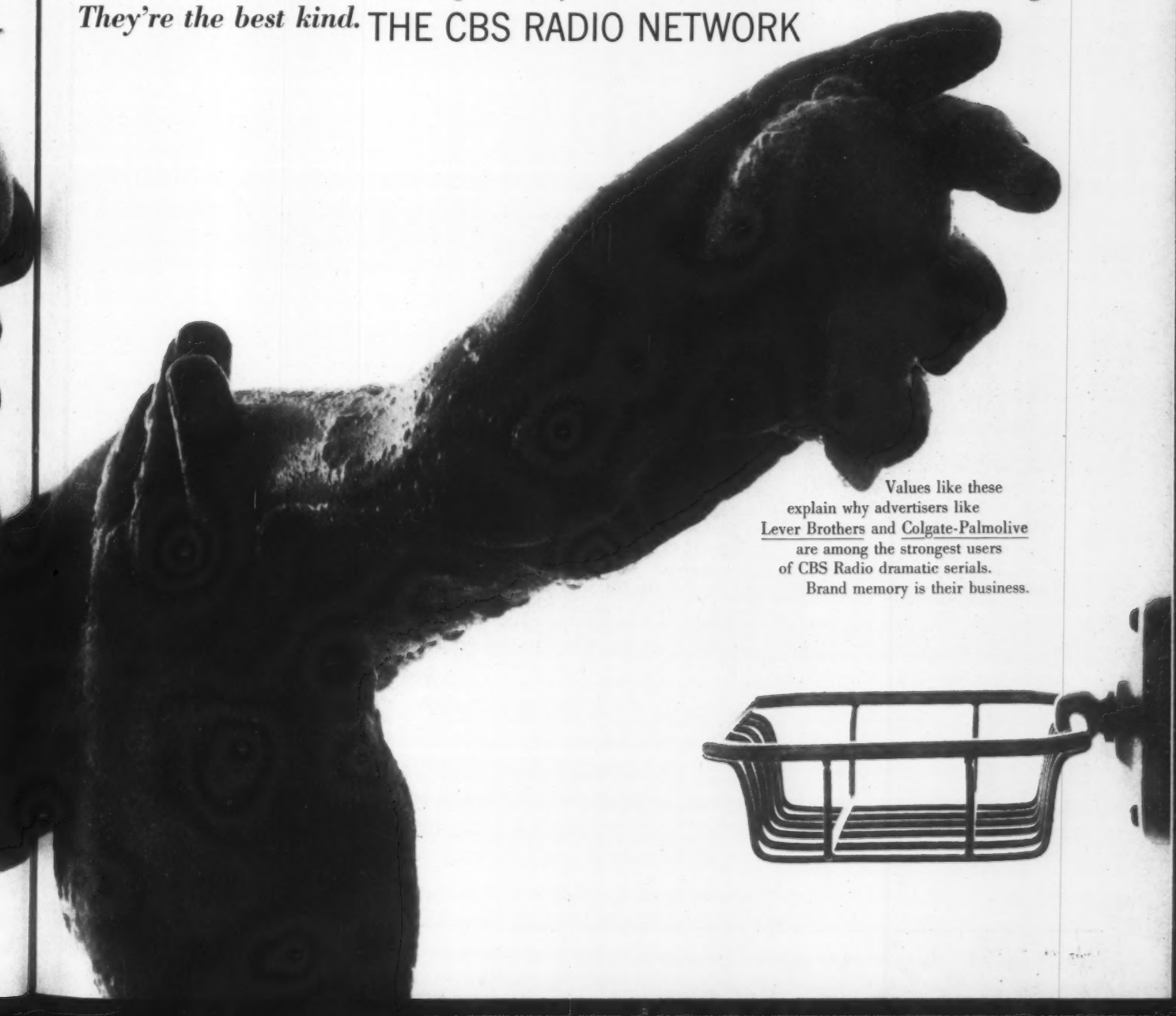
CBS

Represented by the KATZ Agency.


Slipped
clean
out of
her mind...

You have to ask to be remembered!

Not just once a week or once a month but ***as many times per prospect per week*** as you can afford. And for low-cost, working frequency today, CBS Radio daytime drama is the place to be. With sponsorship of five program units ***you can reach a listener over three times a week for 1/6 of a penny***, with solid commercial-minute impressions each time . . . 20.7 million such impressions every week. And because nobody tunes in serial drama for "background," you reach ***listeners who are listening. They're the best kind.*** THE CBS RADIO NETWORK



Values like these explain why advertisers like Lever Brothers and Colgate-Palmolive are among the strongest users of CBS Radio dramatic serials. Brand memory is their business.

McINTOSH BRADLEY GAUNT CROSS SPENCE

Five Promoted, One Added at Grant Adv.

Several key appointments, involving both domestic and foreign operations of Grant Adv. Inc., have been announced by Will C. Grant, president of the agency.

Lawrence R. McIntosh, executive vice president and Detroit office manager, was appointed supervisor of all domestic operations, with supervisory and administrative responsibilities. He also will be responsible for management of Grant's nine U. S. offices, continuing to headquarter in Detroit as manager. Grant Adv. bills $70-$80 million annually (approximately 20% in broadcast media) in combined domestic and international business.

Other appointments were those of Paul L. Bradley, vice president in charge of Grant's West Coast operations, as New York office manager; John E. Gaunt, vice president and tv director, as tv chief for all domestic and foreign operations; Christopher Cross, vice president, as assistant to President Will Grant, and Frederick E. Spence, head of Grant's international division of 27 offices, elected executive vice president. John M. Cody, vice president, continues as Hollywood office manager, and William N. Brown, formerly with Campbell-Ewald Co., joins the agency as account executive.

Announcing the appointments as one of a "series of executive realignments," Mr. Grant said they reflect the "natural recognition of the consistent contribution made by these members of our executive team."

Standard & Poor Sees Ad Gain

High U.S. incomes and industry competition are expected to push advertising expenditures this year up to about $10.5 billion, according to the Aug. 15 *Publishing* survey by Standard & Poor's Corp., New York. Total advertising was reported at $9.98 billion for 1956.

NOTHING LIKE A DAME

Television timebuyers, who are spending an estimated $1.3 billion for 1957 tv time and programs, would do well to inscribe the time-honored police mandate, *cherchez la femme*, across the order form. For in "finding the woman," they'll be reaching the person who controls 80% of the family unit purchases.

That sums up the advice of James W. Seiler, director of the American Research Bureau. Mr. Seiler describes the woman viewer as a moving target who requires the use of adequate research data and the equally important know-how of interpretation and analysis. Mr. Seiler, writing in the 1957 TELECASTING YEARBOOK • MARKETBOOK, says the women's buying power, coupled with findings that the housewife is a member of the aggregate female population that forms the backbone of the tv audience, underscores television potential for the advertiser.

Findings of one ARB survey on the woman viewer is given in the YEARBOOK • MARKETBOOK, now going into the mails to B•T subscribers. The study reports hour-by-hour and day-by-day the near consistency in female viewing habits in the Eastern Central and Pacific time zones.

As for the $1.3 billion expenditure this year for tv time and programs—that's the Television Bureau of Advertising estimate for the YEARBOOK • MARKETBOOK'S status report on tv. TvB, terming this a "very conservative estimate, forecast that the total would break down in this fashion:

Network: $673,800,000, a 7% increase over 1956.
Spot: $361,200,000, up 11.1% over last year.
Local: $255,200,000, a rise of 10% over 1956.

The seventh annual YEARBOOK • MARKETBOOK was compiled by a staff of 60 and is the latest reference volume in the series of B•T YEARBOOKS over the past 23 years. Like its predecessors, this 432-page volume contains authoritative data on tv stations throughout the world, including full information on U. S. stations equipped for color, statistics on population with retail sales and market data, plus other economic features on all U. S. tv areas.

Practically every organization connected with tv is listed—agencies with their tv clients, station representatives, film producers and distributors, equipment manufacturers, networks, trade organizations, etc.

The YEARBOOK • MARKETBOOK also provides a complete directory of the federal front including FCC listings, rules and regulations, and other related information.

NETWORK and SYNDICATED FILMS & FEATURES

Pulse gives you BOTH every month

. . . in one detailed report from doorbell-ringing interviews. TV coverage of the U. S., of unparalleled statistical accuracy.

THE BARTELL GROUP
in its 10 YEARS of
RADIO FOR FAMILY LIFE

has produced

FIRST PLACE DOMINANCE for

WOKY Milwaukee • WAKE Atlanta
KCBQ San Diego • KRUX Phoenix

and added on September 1

WILD Boston & WYDE Birmingham

to carry the BARTELL GROUP

COAST TO COAST TO SERVE 10 MILLION AMERICANS

(Time buyers who invest in choice WILD and WYDE rateholder avails will triple the value in 60 days. See John Box in Boston and Morton J. Wagner in Birmingham.)

THE BARTELL GROUP
B
RADIO FOR FAMILY LIFE

kcbq 1170 in SAN DIEGO
krux 1360 in PHOENIX
woky 920 in MILWAUKEE
WILD 1050 in BOSTON
wake 1340 in ATLANTA
wyde 850 in BIRMINGHAM

BARTELL IT...and SELL IT!

National Representatives
ADAM YOUNG, Inc.
for WOKY, KATZ AGENCY

FIRST HOOPER . . . NOW PULSE! THE

NO 1

Radio Station in Nashville . . . is . . .

WKDA

SHARE OF AUDIENCE

HOOPER			PULSE		
JUNE & JULY 1957 Monday thru Friday 7 A.M. – 6 P.M.			JULY 1957 Monday thru Friday 6 A.M. – 6 P.M.		
WKDA		**38.3**	**WKDA**		**20.5**
Sta. "A"	–	9.1	Sta. "A"	–	18.0
Sta. "B"	–	11.1	Sta. "B"	–	14.0
Sta. "C"	–	1.3	Sta. "C"	–	13.0
Sta. "D"	–	7.2	Sta. "D"	–	17.0
Sta. "E"	–	13.8	Sta. "E"	–	13.0
Sta. "F"	–	17.9	Other	–	4.5

WKDA IS STILL GOING UP!

WKDA'S exciting programming of music and news has changed radio listening habits in Nashville – also time buying habits – see your Stars National man today.

WKDA

NATIONAL REPRESENTATIVE: STARS NATIONAL INC.

NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

IN NASHVILLE CALL HARVEY GLASCOCK ALpine 4-0511

RCA, Four Roses Join To Plug Color, Liquor

Liquor and electrons—insofar as advertising is concerned—have never mixed, but this month and next, RCA Victor television receiver division and the House of Seagram's Four Roses Distillers Co. will mix themselves a promotional highball. They will conduct jointly one of the most unique merchandising tie-ins in the tv medium's 10-year commercial history.

Four Roses will advertise via "tv." But the tv set carrying the Four Roses "imprint" will not be in the family living room. It will be a cardboard dummy set up in taverns and barroom windows and it also will "push" RCA compatible color. (See cut).

Although this move may be interpreted in some quarters as a calculated effort on behalf of Four Roses to break down the long-standing ban on liquor advertising via broadcast media by identifying whiskey advertising "on tv" in the public mind, the distillers insist that they are "adhering to the spirits industry code prohibiting radio-tv advertising." Furthermore, Kenyon & Eckhardt's promotion department, which conceived the tie-in idea on behalf of its client, RCA, but which claims it is not earning a cent of commission on the ad push, maintains corporately: ". . . We are not supporting Four Roses as a brand by spending any of our client's funds."

The campaign will be primarily Four Roses', but RCA will "help out" in its own way. The situation is this: Four Roses, a Seagram division, spent a sizable portion of Seagram's 1956 advertising-sales promotion budget of $9 million in promoting its own brand. This year, it has introduced a new gin. It considers itself "very color conscious," hence feels a tie-in with RCA color will "work wonders." RCA, conscious of the ban on liquor advertising on the air, but equally conscious of its own lagging color set sales (to date the firm has sunk $100 million in color tv development according to *Fortune* magazine), still is seeking a way to promote color *en masse*. It thinks the barroom can do for color tv what it did for black-and-white a decade ago—

Want more <u>for</u> your money

OR JUST MORE MONEY?

It's a simple economic matter to give *everybody* twice as much money. Just arbitrarily double everybody's pay.

But that would necessarily boost the cost of everything to cover it!

And who would be better off then? Nobody!

Fortunately, this isn't the way it has happened in America. Today, you can buy a lot more with a day's work than *ever* before. This is progress.

Progress is made in three steps:

1. People's savings are invested in business – through stocks and bonds. Republic Steel, for example, uses money invested in it by 92,000 stockholders.
2. Managements then use this money to build new plants, and to buy more productive equipment. The average cost of a new job at Republic is about $25,000.
3. This modern equipment turns out more goods with no greater effort from the same number of employees. This is how the cost of things has been brought down and the pay check made to buy more.

A true pay raise for the whole nation comes when the things we want cost less in work hours—rather than when more money is distributed. Raising the nation's ability to buy more with its dollars is a management contribution to social progress. Because steel is the most versatile of metals and new methods of fabricating it are continuously being developed, think first of steel when you design.

REPUBLIC STEEL General Offices: Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

REPUBLIC COLD FINISHED STEEL CUTS COSTS on a wide variety of equipment requiring highly machined parts—such as the cash register shown above. Republic pioneered in the development of cold drawn steel bars. Continuing progress in techniques and metallurgy promise even further improvements in machinability — a vital ingredient in keeping finished part costs in line.

focus attention on color by the "man in the street."

By setting aside September and October as "The Color Carnival," Four Roses will install in bars a complete line of elaborate (and expensive) promotion display units. The major item in Four Roses' arsenal: a simulated lifesize version of the 1958 RCA Victor model 21CS781 ("The Aldrich") with transparent celluloid "picture screen" on which the Four Roses symbol—a highball, icecubes and Four Roses—is superimposed. An electric light installed within the cutout will provide the "dark room realism" and Four Roses bottles will surround the "set" (see picture).

Four Roses also will:

• Send to local tavern owners, package stores and liquor distributors-dealers a promotion kit containing hints, suggestions, NBC-TV color program schedules for "specials," proposed layouts and the RCA booklet, "Questions and Answers About the RCA Compatible Color Tv System."

• Purchase full-color magazine and two-color newspaper advertisements, each borrowing upon the RCA tv set motif and bearing such copylines as "Flavor spectacular . . . Why not host your friends tonight with color tv and Four Roses—the perfect whiskey?"

RCA, meanwhile, will:

• Encourage its dealers to install—on "speculation"—color sets in taverns with the hope that the sets will so sell barroom proprietors on color and its traffic impact that the next logical step would be for the tavern operator to purchase the set from the accommodating dealer.

• Send to taverns a World Series tavern kit containing window streamers, posters (". . . Baseball today! Come in! See the World Series here on RCA Victor big screen television!") and large "score cards" to be pasted on the barroom mirror and filled in by the bartender on duty.

However, the bulk of the expenditure will be that of Four Roses Distillers Co. Chris W. Carriuolo, the company's national sales promotion manager, said his department has allocated an initial budget well in excess of $300,000 to the drive, with advertisements to be handled and billed through Young & Rubicam, and promotion and point-of-purchase material to be placed direct with dealers and distributors. Another Four Roses executive, bearing in mind "our fabulous outlay in promotion," felt safe to "double" that figure "by the time we are through." RCA has allocated $150,000 to pushing color over the eight-week period, but Kenyon & Eckhardt officials point out that none of these expenditures will be used to plug Four Roses. The $150,000 is going toward the baseball kit and already scheduled RCA color promotion (including the company's outlay for NBC-TV color programming).

Of some interest in how Four Roses will go about focusing the man on the street's attention on color tv are the "tips" it is issuing to barkeepers and package store owners: "Develop store signs which feature tv terms—example, 'Try our fine wines, they are compatible,' 'Four Roses whiskey and gin—compatible cousins—highest rating—critic acclaimed'." Others say: "Arrange display of Four Roses whiskey and gin with friendly RCA dealer in neighborhood. Might include a card to read, 'Just call, we deliver. Perfect home entertainment insured' "; "Use tv equipment such as antennas, tubes, hassocks, snack tables, copies of *TV Guide* to feature 'home entertainment at its best with Four Roses'."

Another way suggested is to replace the usual standard barroom signs ("Today's Special: Four Roses Highball—40 Cents") with cardboard or paper one-dimensional dummies of the RCA "Aldrich" on which are written "Today's Special Prices."

K&E does not feel it is helping a liquor firm break the long-standing taboo. Its promotion officials maintain, "This is merely a service to our client." K&E has effected similar, but certainly less "controversial," tie-ins before, notably with Arrow shirts (with "RCA hues") and Kraft Foods Co.

However industry observers might react to such a campaign as will be conducted, the fact cannot be denied that it occurs at an ideal time: NBC-TV not only will feature the World Series in color, it also will telecast some of its football games in tint, and the Four Roses campaign will last well into the gridiron season.

SHE WAS MY FIRST LOVE

It seems silly to say it now. She was only eight years old. And I was not much older, really. But she was my first love, as she was the first love of millions of Americans.

Fact of the matter is that even as an eight-year-old, Shirley Temple had that certain magic. The magic of a great personality. The magic of being able to take you out of yourself. The magic of providing release from a less magical world.

In a word, she had *talent*. It seems incredible that such a tiny creature could sing the way she could. Could dance the way she could. Could capture the heart of America the way she did.

But she did all these things so well that she was the greatest motion picture personality of her time—causing a stampede of admirers that probably only a little child could lead.

I'd like to see her again as she was at her peak – and so, I'll wager, would my children, who are about the same age now that Shirley Temple was then. Together, we'd experience the magnetism that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love – and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure *together!*

•

Ben F. Michtom, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

ADVERTISERS, PLEASE NOTE:

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox . . .

including such all-time triumphs as: "Rebecca of Sunnybrook Farm" • "Heidi" • "Wee Willie Winkie" • "Captain January"

These outstanding feature films will receive national television coverage . . .

on four Sunday afternoons, between October 20th and December 8th . . .

They will be shown on television stations reaching 83.1% of U.S. TV homes . . .

at the most active buying period of the year —the Holiday Season!

Phone, wire or write today for screenings and complete details . . .

whether you manufacture shoe-laces or soap, cameras or camisoles, candy or china . . . whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials . . . at a low cost per thousand . . . in a *package price* that will be attractive even to the advertiser who has yet to enjoy the selling power of television.

America's dynamic new NTA FILM NETWORK

60 WEST 55TH STREET, NEW YORK 19, N. Y. • PLAZA 7-2100

Campbell to Use Radio-Tv To Introduce New Soups

Campbell Soup Co., Camden, N. J., made public Thursday evening plans to back its three newest soup products with the "heaviest campaign in Campbell's history on behalf of new products."

Although adhering to their "silent" fiscal policy by declining to gauge the budget's size, Campbell officials at a New York unveiling of minestrone, chicken-vegetable and turkey-noodle soups indicated that this campaign will be larger than last year's push on behalf of frozen soups out of Leo Burnett Co., Chicago.

Later this month, BBDO will place an introductory campaign in broadcast media as well as print, the theme being: "Try all three—get all three free." The offer allows a refund of the purchase price of all three first cans by sending in one label from each of the new soups.

The week of Oct. 20, BBDO will commence with the four-week announcement drive—25 to 35 messages a week—on 111 radio stations in 91 markets. After the introductory campaign has been completed, BBDO account man Jordan Barlow said, there is a distinct probability that radio spot will continue on a sustained basis, although he would not predict whether tv spot would enter the picture then, too. Campbell's two tv programs, *Colt .45* (ABC-TV Fri., 10-10:30 p.m., eff. Oct. 18) and *Lassie* (CBS-TV, Sun., 7-7:30 p.m., effective Oct. 20) will billboard the new soups visually. Heavy appropriations also have been set aside for full-page newspaper and magazine advertisements.

S-W-B President J. D. Nelson Jr. Follows Jergens Switch to C&W

Joseph D. Nelson Jr., formerly president of Stockton-West-Burkhart Inc., Cincinnati, Ohio, has joined Cunningham & Walsh, as a vice president and account supervisor.

The move follows by a month the switch of the Andrew Jergens Co., Cincinnati, account (estimated at about $4 million) to C & W [BUSINESS BRIEFLY, Aug. 5, B•T, Aug. 12].

Mr. Nelson, who was president of Stockton-West-Burkhart for two years—he is being succeeded by the agency's executive vice president, C. Thomas Martin—is the son of J. D. Nelson, executive vice president and treasurer of Jergens. With the move of Mr. Nelson Jr., C & W will pick up S-W-B's Jergens facial cleanser and some new products, a billing worth about $300,000. Mr. Nelson Jr. and William Hausberg, Jergens vice president in charge of advertising, reportedly were instrumental in selecting C & W to succeed Robert W. Orr Assoc., New York (now a division of Fuller & Smith & Ross), on the main portion of the Jergens account. The C & W handling becomes effective Dec. 1.

American Dairy Assn. to Plan Ad Program at Sept. 23-25 Meet

The executive committee of American Dairy Assn. will map an advertising and sales promotion program for calendar 1958, including broadcast media plans, at the committee's annual business meeting in Tulsa Sept. 23-25. The association will prepare complete individual product campaigns in advance for the first time in its 17-year history.

The dairy organization is spending a record $6.2 million for all activities this year, with $5,005,000 allocated for consumer advertising and sales promotion. Over half of that sum is in network television and radio, the bulk in tv. American Dairy starts alternate-week, one-third sponsorship of NBC-TV's *Perry Como Show* and currently has a 52-week, staggered week-in, week-out schedule of participations on NBC Radio.

D'Arcy Promotes Johnson

Appointment of Robert E. Johnson, writer-producer, as director of D'Arcy Adv. Co.'s radio-tv creative department in St. Louis, was announced by the agency last week.

Mr. Johnson, who is credited with the creation and direction of Anheuser-Busch's "Where There's Life" campaign for Budweiser, and his staff will be responsible for writing and production of all spot announcement and program advertising for D'Arcy's St. Louis clients. Agency bills an estimated $50 million.

DIVIDENDS *every quarter . . . hour*

38 quarter-hour audience leads per day per week . . .
3 times more than all the other stations combined

20 quarter-hour audience leads Saturday mornings . . .
100% better than any other station

The major share of the listening audience
Sunday through Saturday . . .
mornings, afternoons, and evenings*

DIVIDENDS *that pay . . .*

in increased sales in the Little Rock market
1,015,800 people
253,897 TV sets
$788,247,000 in retail sales
and growing!

DIVIDENDS *that are assured . . .*

when you buy

GET THE FACTS ON THESE DIVIDENDS FROM PETRY

* May 1957 ARB 30-County Area Survey

KARK·TV
CHANNEL 4 NBC Affiliate

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • BOSTON
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

abc-tv checks into MIAMI

...adding its 73rd live station and boosting coverage to 92.6%*

Bag and baggage, we've moved into Miami – on spanking-new WPST-TV, Channel 10. And not as seasonal visitors. We've come to stay.

From its August 1st air date, WPST-TV has been a full-time ABC-TV affiliate. Now *all* Miami can see all ABC-TV shows – as scheduled and programmed.

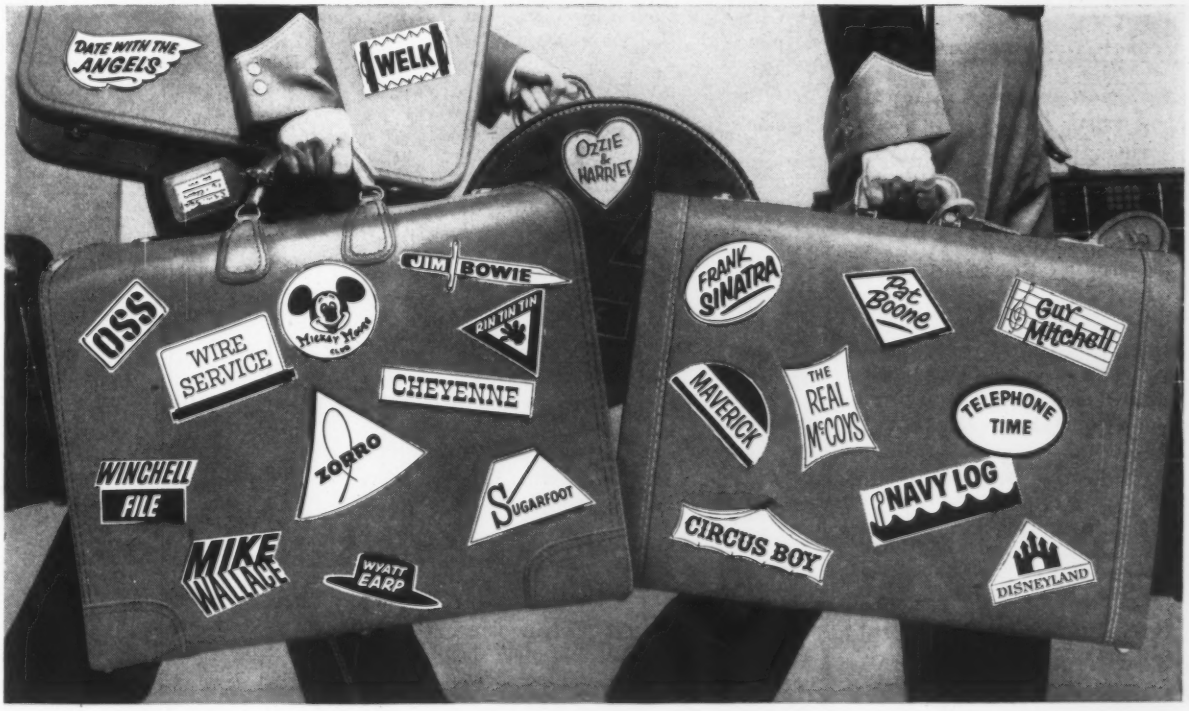
Now *all* ABC-TV advertisers are assured of live, competitive access to the nation's 17th market and its $2 billion buying power.

Affiliating with WPST-TV raises ABC's *live* coverage to 77.9% of all U.S. television homes. Coming: live, competitive ABC-TV affiliates, *this season* in Norfolk, Indianapolis, New Orleans, Omaha, Youngstown, Boston, Amarillo, Peoria, Pittsburgh. These push our live coverage to a thumping 85%.

If you're not fully checked out on the burgeoning, *live* ABC-TV coverage story, you should be. Now.

abc television network

* Total coverage for average half-hour evening program. More than 84% of this is live!



DOMINANCE

There are all kinds, but when it comes to **sales dominance** in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference...

In fact, more advertisers each year bank on KTTV's **sales dominance** to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV

Los Angeles Times-MGM Television

Represented nationally by **BLAIR-TV**

*BAR
Los Angeles Television Report
May 17, 1957

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

ABN BUSINESS • New business for American Broadcasting Network's new *Herb (Oscar) Anderson Show* (Mon.-Fri., 10-11 a.m.) includes weekly segment effective Sept. 6 for Foster-Milburn Co. (Doan's pills), Buffalo, N. Y., through Street & Finney Inc., N. Y. Two other new ABN sponsors—for *Don McNeill's Breakfast Club*—are Kretschmer Corp. (Wheat Germ), Carrollton, Mich., for 52 weeks through George H. Hartman Co., Chicago, and Scholl Mfg. Co. (Zino pads), Chicago, for weekly segment effective Sept. 27 through Donahue & Coe, N. Y. Renewed for *Breakfast Club* was Sandura Co. (Sandran vinyl floor covering), Philadephia, through Hicks & Greist, N. Y.

BEFORE & AFTER • Pharmacraft Co. (deodorants, cold medicine), Chicago, has signed for sponsorship of five-minute periods preceding and following play-by-play broadcasts over MBS of U. of Notre Dame football schedule, starting Sept. 28. Agency is J. Walter Thompson Co., Chicago. Broadcasts of games themselves will be sponsored by Pontiac Motor Div., General Motors Corp. through MacManus, John & Adams, N. Y.

FATTENING BUDGET • Slenderella International (slenderizing salon chain), Stamford, Conn., reportedly picking up additional tv spots in undetermined number of markets for start in early September. Management Assoc. of Connecticut, Stamford, is agency.

SOUTHERN EXPOSURES • Florida Citrus Commission has signed to co-sponsor CBS-TV's *What's My Line* (Sun. 10:30-11 p.m.) for 10-week period beginning Dec. 29. Benton & Bowles, N. Y., is agency.

Signing fills one of last gaps in commission's $4 million program for 1957-58 citrus marketing season. Other CBS-TV shows previously signed are *Garry Moore Show* (Mon.-Thurs. 10-10:30 a.m., Fri., 10-11:30 a.m.) and *Edge of Night* (Mon.-Fri. 4:30-5 p.m.).

ECONOMIC SPENDING • Economic Lab Inc. (Soilax paint and wall washing compound), St. Paul, Minn., launching extensive spot tv campaign this fall in approximately 40 markets. Drive starts Sept. 16 in majority of markets, others earlier in September and in early October. Most are 20 second spots with some combinations of 20's and participations in live shows. Campaign will vary in length from five to ten weeks, depending on market. Economic Lab also will place spot radio in two west coast markets on behalf of product. Advertiser plans to follow up campaign with another in spring. J. M. Mathes Inc., N. Y., is agency.

FIRST TRUST • Firestone Industrial Products Co., division of Firestone Tire & Rubber Co., Akron, Ohio, is first sponsor signed for ABC-TV's *Do You Trust Your Wife?* (Mon.-Fri. 4:30-5 p.m.). Firestone, for its Foamex mattresses and Foamex for furniture, will sponsor 4:30-4:45 p.m. Friday segment. Grey Adv., N. Y., is agency.

HEARING NEWS • Beltone Hearing Aid Co., Chicago, began sponsorship of *Frank Goss News* (Sat., 7:30-7:45 a.m., PDT), starting Saturday, Sept. 7 over KNX Los Angeles, and the CBS Radio Pacific Network. Order, placed by Olian and Bronner, Inc., Chicago, is for 22 stations.

WARD TAKING TV SPOTS • Ward Baking Co. (Tip Top bread and Ward's Tip Top cakes), N. Y., is picking up tv spots for mid-September with campaign to run approximately 10 weeks. J. Walter Thompson, N.Y., is agency.

ACTIVITY

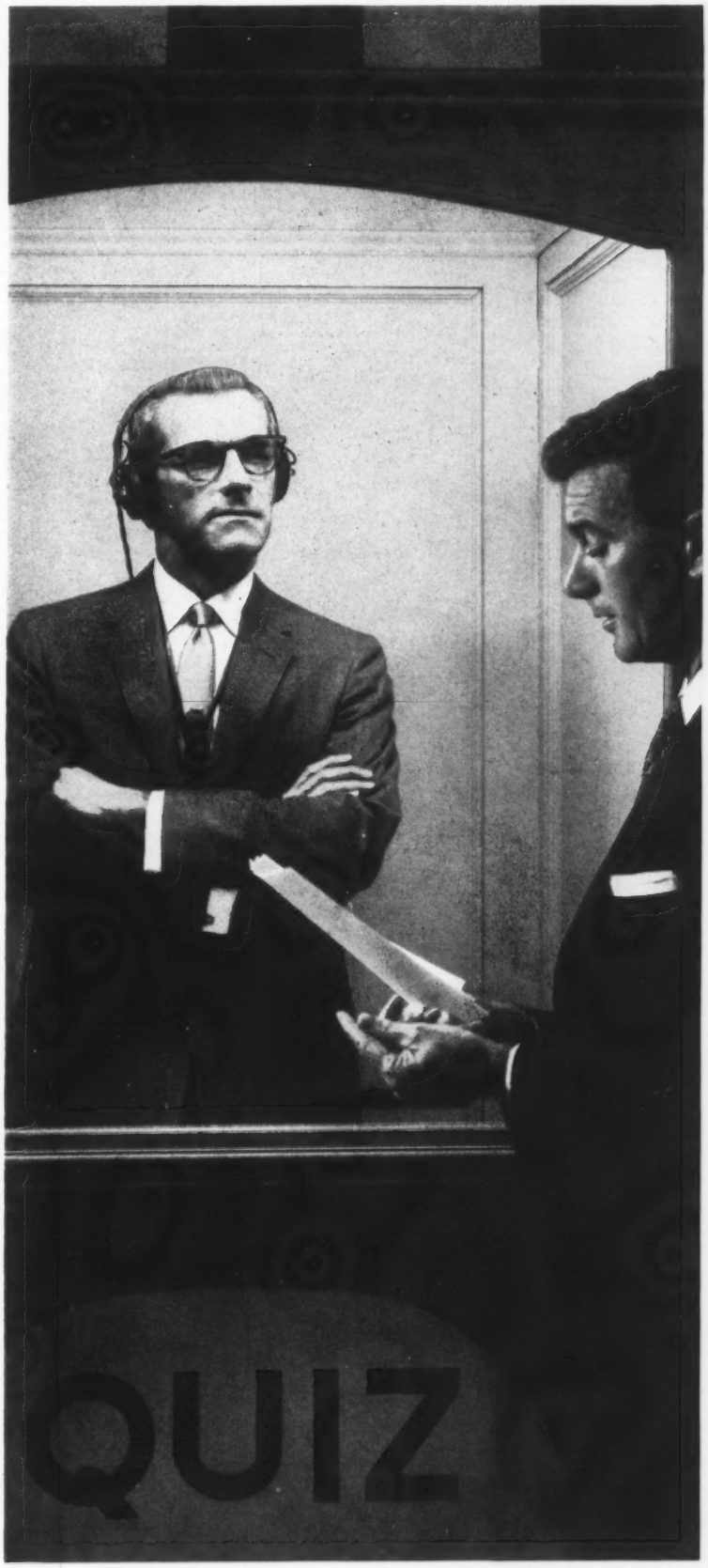
HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 26-31. This is how they spent their time: *

59.7%	(73,497,000)	spent	1,492.8 million hours	WATCHING TELEVISION
57.2%	(70,419,000)	spent	1,026.9 million hours	LISTENING TO RADIO
80.0%	(98,438,000)	spent	401.5 million hours	READING NEWSPAPERS
29.6%	(36,457,000)	spent	161.6 million hours	READING MAGAZINES
24.1%	(29,669,000)	spent	387.7 million hours	WATCHING MOVIES ON TV
49.7%	(61,140,000)	spent	257.8 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.



Can you answer these questions about taxes?

Q: Do you pay taxes in your electric bill?

A: Yes. In fact, about 23¢ out of every dollar on the average family electric bill goes for taxes.

Q: Does everyone pay this much tax in his electric bill?

A: No. Several million American families and businesses pay a far smaller tax—only a fraction of the tax you and most people pay.

Q: Who are these "privileged" people?

A: People who get electricity from federal government electric systems.

Q: Why don't they pay the same taxes you pay?

A: A strange twist in federal law exempts them from paying most of the taxes in electric bills that you pay *because they get their electricity from federal electric systems.*

Q: Isn't that unfair? Shouldn't every American pay his fair share of taxes?

A: Yes. American standards of fair play call for each citizen to pay his fair share of taxes.

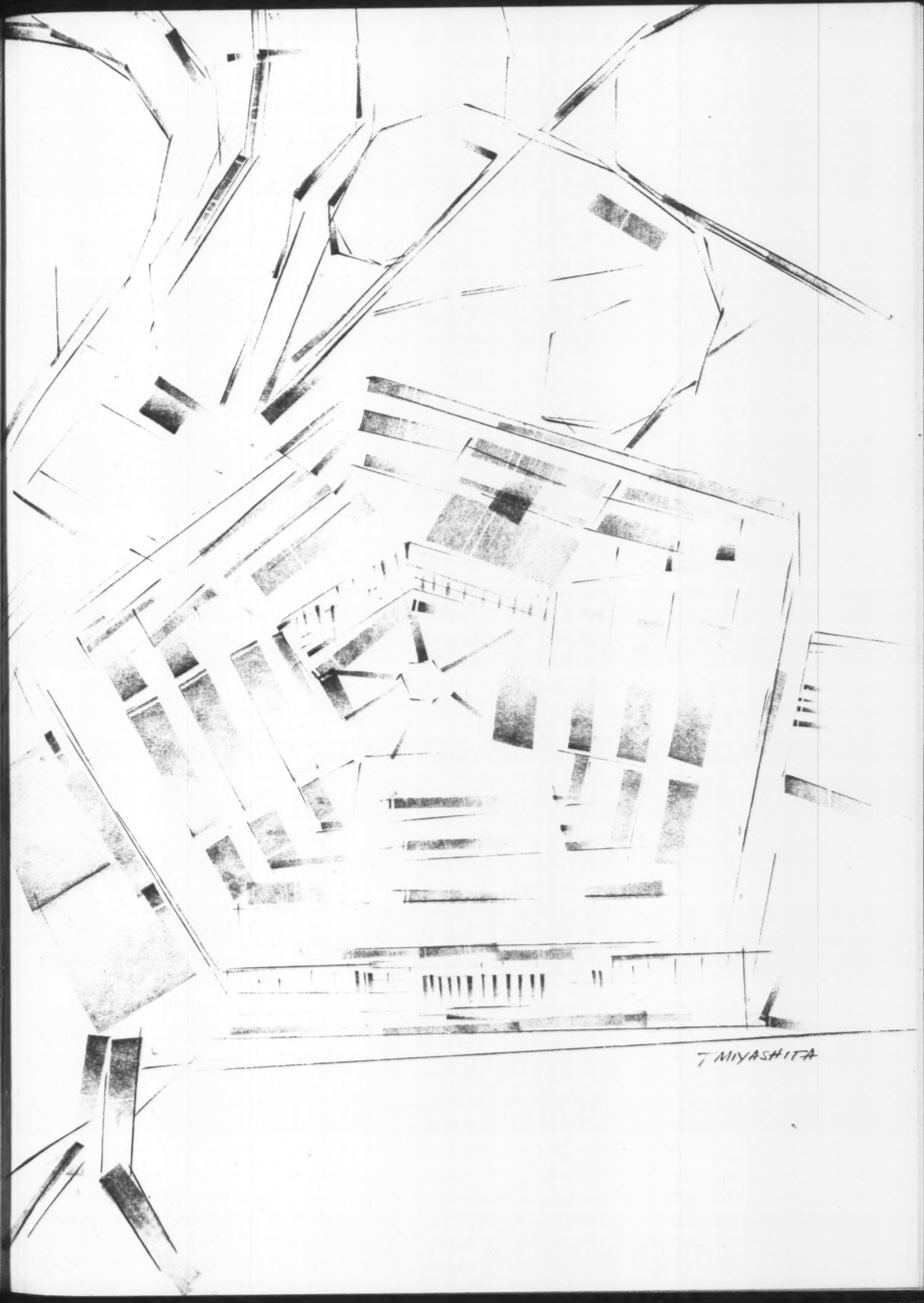
America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

THE PENTAGON :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales


T MIYASHITA

THE PENTAGON *by T. Miyashita*
Fourth of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

FOR a good many of its 98 years, Dr. Tichenor's Antiseptic, reputed leader of its field in the South, has used radio exclusively for its advertising. On many stations the account goes back 30 years, to when stations first went on the air.

Before the 50-lb. cake was cut, two New Orleans station managers joined Tichenor's executives to count station candles on the icing map. Present were (l to r) Bill Baldwin of WNOE, Joe Oswald of WWEZ and General Manager James Odom and President Robert Moore Parker of Dr. G. H. Tichenor's Antiseptic Co., New Orleans. Candles mark KALB and KSYL, both Alexandria; WLCS Baton Rouge, KWKH and KCIJ, both Shreveport, WNOE, WWEZ and KNOE Monroe, all Louisiana; WVMI Biloxi, WGVM Greenville, WABG Greenwood, WGSY Hattiesburg, WQBC Vicksburg, WNAT Natchez, WJDX, WJXN and WSLI, all Jackson, WHNY McComb, all Mississippi; KDMS El Dorado, KTHS Little Rock, KOTN Pine Bluff, all Arkansas, and WREC Memphis, Tenn.

After the celebration, Aubrey Williams Advertising Inc. set to work figuring out a stronger radio schedule for Dr. Tichenor's 99th year.

New Kansas City Ad Agency Formed by Carter Personnel

A new advertising agency has been formed in Kansas City by James A. Avery, Roy F. Reel, Bob Holloway and Ward McDonald. All have been connected with the Carter Advertising Agency in that city. Mr. Avery will be copy director and account executive of Avery, Reel, Holloway & McDonald Adv.; Mr. Reel account executive; Mr. Holloway art director, and Mr. McDonald production and traffic manager.

Charles Carter, president of the Carter agency, will be associated with the new firm in an advisory capacity, along with Josephine Dahlin, secretary-treasurer, and Fred Klemp, vice president, both of the Carter agency. Several Carter accounts move to the new organization. ARH&M offices are in the Carbide & Carbon Building at 912 Baltimore Ave.

TV TOP POLITICAL DATA SOURCE

- **Michigan U. study finds tv topped newspapers in 1956**
- **Radio third in informing voters about election campaign**

Television is the No. 1 source of information about political candidates and campaigns, running far ahead of newspapers —so says a national study by the U. of Michigan's survey research center and journalism departments analyzing how people learn about politics, candidates and issues.

Radio was found to be the third-ranking source of campaign information, surpassing newspapers among those with grade-school education but running behind newspapers in the case of people having high-school and college education.

In the 1956 Presidential contest, 24% of newspaper readers believed the news columns favored Eisenhower and only 3% thought Stevenson was favored. Democrats were much more likely to accuse the press of favoritism than Republicans. The percentage of newspaper readers who felt news coverage of the campaign was not fair tended to increase with education.

The Michigan U. survey was conducted by Associate Profs. Dean Baker and Charles Cannell of the journalism department. In answer to the question, "Of all the ways of following the campaign, which one would you say you got the most information from —newspapers, radio, television or magazines?" the following results were obtained:

	Grade Sch.	High Sch.	College
Newspapers	16%	26%	32%
Radio	18	7	7
Television	46	54	41
Magazines	2	3	12
Combination of Media	2	3	6
Used None	16	7	1
Not Ascertained	*	*	1
	100%	100%	100%

The Michigan U. research team went into the ways people use each of the media to get campaign information, the findings being confined to Ann Arbor, Mich., contacts. Television was reported as the best source of information about personal appearance and characteristics of party candidates. Results of this phase of the survey (media most used to follow campaign) follow:

	Most Information	What Candidates Were Like Personally
Newspapers	33%	31%
Radio	11	4
Television	35	35
Magazines	4	14
Combination	15	12
Don't Know	0	1
Not Ascertained	0	1
Didn't Follow Campaign	2	2
	100%	100%

	What Candidates Stood For	What National Leaders Thought
Newspapers	35%	39%
Radio	9	8
Television	33	26
Magazines	9	9
Combination	12	10
Don't Know	*	4
Not Ascertained	0	2
Didn't Follow Campaign	2	2
	100%	100%

A breakdown of those who most use each medium for political information showed no significant difference in opinion as to the way newspaper and tv groups feel about fairness of newspaper campaign stories.

HOW SALES STOOD UP IN BOSTON

Retail trade in the Boston metropolitan area held an even keel during the Aug. 9-30 newspaper shutdown, according to the department store survey of the Federal Reserve Board. Store sales in Boston were consistently better during the first two weeks of the shutdown period than the pre-strike week ended Aug. 3, especially in the suburban areas [B•T, Sept. 2].

Sales in downtown Boston fell off noticeably during the newspaper strike in contrast to the marked improvement in the suburbs. Federal Reserve figures show a particularly impressive gain in Quincy. Lowell department store sales were good during the strike.

The official Federal Reserve Board report of department store sales, showing percentage change from the same 1956 period, follows:

PERCENTAGE CHANGE FROM CORRESPONDING PERIOD A YEAR AGO
(BASED ON RETAIL DOLLAR AMOUNTS)

	JAN.-JULY	WEEK ENDED AUG. 3	AUG. 10	AUG. 17	AUG. 24
Boston District (New England)	0	—10	0	0	— 3
Boston Metropolitan Area	+ 2	—13	— 1	— 3	— 6
Downtown Boston	0	—17	— 6	— 7	—13
Suburban Boston	+ 5	— 5	+ 7	+ 4	+ 8
Cambridge	+ 6	—11	0	+ 3	— 2
Quincy	+ 2	— 8	0	+ 1	+ 9
Lowell	— 1	— 7	+ 4	+ 7	+ 3
				STRIKE WEEKS	

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

PROFITABLE CROP • WJAG Norfolk, Neb., was the predominant promotion medium used for two special farm equipment sales by the Farmhand Co., Hopkins, Minn. Specific sales—of a Farmhand implement costing $1,950 and three units selling for $700 each—were directly attributable to WJAG publicity, according to the company's sales representative.

COVERING THE MARKET • A Pennsylvania floor covering company credits WDAU-TV Scranton-Wilkes Barre for a 25% sales increase since the firm's initial use of television in April 1956.

Spiegel's Carpet & Linoleum Co., Scranton and Childs, Pa., sponsor of WDAU-TV's *Wednesday Night News Headlines* (Wed. 11-11:15 p.m.), now spends 75% of its advertising budget in tv. Commercials utilize a soft-sell technique and prestige appeal. Prepared by Henry Gann Adv., Scranton, the commercials are predominantly live, with occasional use of films supplied by carpet and linoleum companies such as Gulistan and Armstrong.

Phil Spiegel, co-owner of the firm, is particularly aware of the medium's impact: "Television brings us into the home and does 90% of our selling for us . . . and the impact is greater. People ask for merchandise that appeared on a show two or three weeks earlier."

EVICTION NOTICE • Bache & Co., Chicago brokerage firm, blames its "eviction" from its present quarters on WGN Chicago. The firm started radio advertising exclusively on WGN in June 1954, sponsoring *Today's Business,* a five-minute feature of the station's Monday-Friday *Panorama* variety series. Jack Harris, resident partner at Bache, credits the station for a "sizeable measure" of increased business, prompting the decision to expand its operation and facilities by a move to larger quarters at 140 S. Dearborn St.

QUEUEING UP • Spot announcements on WBKB (TV) Chicago resulted in queues outside Balaban & Katz's Roosevelt Theatre for the premiere showing of Columbia Pictures' *Twenty Million Miles to Earth.* Columbia spent $2,000 from Aug. 15-20 for 40 one-minute and 20-second spot announcements promoting the opening of the science fiction movie. Most of the spot time was in children's program adjacencies. Consensus of patrons lined up outside the theatre was that "you couldn't turn on tv the past few days without hearing about the show." Theatre officials gave tv full credit for booming movie business.

Balaban & Katz Corp. is a subsidiary of American Broadcasting-Paramount Theatres Inc., parent company of American Broadcasting Co., which owns and operates WBKB.

COMBO CLICKS • Combination of wildlife action films and sophisticated delivery by Cesare, a tongue-in-cheek drawing room character, is selling cars for Right Motors, Cleveland. The firm found this unlikely combination in KYW-TV Cleveland's *Jungle* (Mon.-Fri. 11:20-30), with sales rising consistently since the discovery. Right Motors President Buddy Carter reported the rise started shortly after sponsorship began, going from 174 cars in May to 250 in June. The firm had to increase its staff and garage facilities to handle increased business. Mr. Carter, asked about continuing sponsorship, and apparently affected by the Frank Buck atmosphere, replied: "I'd whip anyone who tried to take it away from me."

WEEK'S WORK • Promotion and merchandising concentrating on a specific product is paying off at KHSL-TV Chico, Calif. Allotting a week in July to Kellogg promotion, in a tie-in with Wentz Super Markets of Redding, Red Bluff and Chico, station efforts resulted in sales of 326 cases of cereals, compared to an average of 45 a week before the tv promotion began.

TARGET-SALES • KLAC Los Angeles has proved radio can pin-point its market. Since radio sells products to consumers, KLAC convinced a metal stamping firm that radio could sell his product to manufacturers. The firm, the Short Run Stamping Co., El Monte, Calif., specializes in short-run production of stamped metal parts, using temporary tooling. Thus, the campaign target was a small, specific market.

Two one-minute spots daily in morning d. j. shows described the firm's service and

Pittsburgh's NEWEST Look!

WIIC CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000

REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

QUIET SELL

Sign language reached a new portion of the Los Angeles market for the Atlas Distributing Corp., promoting its new portable water softener. Mute presentation of the tv commercial read by the regular announcer on KCOP-TV Los Angeles' *Tom Duggan Show* was given on Aug. 21 by Paul Fest, a deaf mute. The unpublicized attempt to reach the estimated 100,000 deaf residents of the area evoked enough comment so that it will be repeated with publicity, according to Killingsworth Adv. Inc., Los Angeles agency for Atlas.

asked manufacturers to call for estimates. Results of the first week: 10 new accounts for the stamping firm.

FAN MAIL • The power of metropolitan radio to sell for a neighborhood store was convincingly attested to by a fan letter from a satisfied customer. WOV New York received the kind words from C. J. Gesing, manager of W. T. Grant Co. store No. 6, Harlem.

Mr. Gesing reported three record sales events for his store. He admitted that he had approached radio with a "good deal of doubt, because my company has never looked with favor on this medium." But, Mr. Gesing continued, "after three days of spots on Negro programs, 20 one-minute spots each day, our first promotion 'Crazy Day,' grossed more business than the same promotion in 1955 and 1956 combined."

He added that succeeding campaigns were equally successful, with his store jumping into the number one slot in the district. No other medium was used in the campaigns; increased volume was directly attributable to WOV, Mr. Gesing concluded.

TOTAL BIGGER THAN PARTS • Small business, small budget can add up to big sales with radio. Bimbo's Drive-In is a small restaurant in Anoka, a community 20 miles north of Minneapolis-St. Paul. For the drive-in's opening, 30 one-minute spots, running from Thursday through Sunday, were placed on WDGY Minneapolis-St. Paul. Commercials played up the Friday appearance of Dan Daniel, WDGY personality, who would give away a hit record for every dollar purchase. From 7-9 p.m. that Friday, 400 records were given away, with $400 plus in sales rung-up—big business for a small business.

FRIENDLY RIVALRY • The *Tampa* (Fla.) *Tribune* used a rival medium to promote a rivalry and ended up with a circulation increase. The *Tribune* ran a series on the history of the long-standing rivalry between Tampa and St. Petersburg, advertising the feature on WFLA-AM-TV Tampa. A straw poll, taken during the first three days the feature ran, showed that seven of every ten people queried had heard of the feature through radio or tv and were buying the paper. The *Tribune* reported a 9.25% increase in county circulation, with a good percentage resulting in permanent business.

See Your Katz Representative *TODAY*

ASCAP'S WAR ON BMI

Its weapons are slick publicity, facts notwithstanding

Everybody must know by now that Broadcast Music Inc. is a big fat monopoly operated by broadcasters for the purpose of extinguishing good music and putting talented songwriters out of business.

If anyone doesn't know, he hasn't been paying attention. In newspaper columns and public pronouncements, in legislative hearings and other weighty proceedings, on the floors of Congress and even from a picket's banner the message has been spread: Broadcasters are engaged in a dark "conspiracy" to "discriminate" in favor of BMI music and against that which is licensed by the American Society of Composers, Authors & Publishers, the result being an illegal suppression of good music and a galling rise of trashy stuff. In short, music has gone to pot since BMI came along in 1940 and started competing with ASCAP.

There's even been a lawsuit about it—a monstrous, $150 million suit which numbers among its stated purposes the divorcement of BMI from its broadcasting ownership. But the suit, filed almost four years ago by 33 writer members of ASCAP, has virtually been ignored in all the anti-BMI propaganda—although the suit is real enough to have produced, already, more than 85,000 pages of exhibits and pre-trial testimony in preparation for the courtroom phase.

BMI contends the anti-BMI forces are sending up their publicity barrages and engineering their various by-plays in an effort to rally public and congressional opinion to their side—and prejudice the trial—because they know they can't win the court case on its merits.

The Problem of Being Heard

These arguments, however, have gone largely unnoticed. As with its answers to specific charges leveled by ASCAP members, BMI has had a fraction of the headlines that ASCAP has enjoyed, and in Congress ASCAP's friends have had BMI on the defensive from the start.

Why?

Just what is the nature of the dispute?

What are the facts?

In the latest anti-BMI move, the bill that Sen. George A. Smathers (D-Fla.) introduced last month with intent to divorce broadcasters from both BMI and the recording business [B•T, Sept. 3, Aug. 26], the record shows definite signs of misinformation at work.

Introducing his bill, Sen. Smathers spoke of BMI as having subsidized "hundreds of publishing firms" and said that "today this musical empire consists of 2,000 such firms." A few days later, in a follow-up attack on BMI in John Crosby's widely syndicated newspaper column, this statement was interpreted by the noted writer, Oscar Hammerstein, as meaning that BMI "owns" 2,000 music publishers.

A Matter of Arithmetic

As a matter of record, BMI owns not 2,000 music publishing firms, but two—one of which is a department rather than a subsidiary of BMI and both of which are loss operations.

Sen. Smathers may have received his information from writers or performers who frequent the swank playgrounds of his home state, but BMI supporters find it hard to believe that Oscar Hammerstein—whose familiarity with the business is such that he heads the ASCAP committee negotiating with broadcasters for new tv music licenses—was not aware that BMI "owns" no such.

If Mr. Hammerstein misunderstood and Sen. Smathers did not mean "own," BMI data on file with the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.)—who explored such matters in an unexpected but far-ranging probe during his so-called investigation of television monopoly a year ago—shows that BMI has contracts with some 2,590 music publishers, of whom 2,230 were so inactive that not one of their tunes had a network radio performance during the second quarter of last year. BMI credits its large list of publishers to what it calls its "open door" policy, which admits publishing houses of all sizes, including hundreds of one-man shops throughout the country.

When Sen. Smathers was chastising BMI, Sen. Barry Goldwater (R-Ariz.) joined him to quote Hoagy Carmichael, "one of my closest friends," as

saying "two or three nights ago" that "he has not been able to get a song published since BMI was introduced. This is the man who wrote 'Star Dust' and many top tunes, who today is not able to sell music."

Sen. Goldwater must have misunderstood, or Mr. Carmichael must not have been watching his royalties. The records show that since BMI was formed he has had 58 songs published, including "Old Buttermilk Sky" and five others that made the Hit Parade.

Sen. Goldwater got Sen. Smathers to agree that BMI was established "to get around the payment of royalties to ASCAP." Yet history shows that BMI was formed when the broadcasters were unable to get ASCAP to state its terms for new licenses—terms which, when later announced, were double what the broadcasters had paid the year before.

In their colloquy on the Senate floor, Sen. Smathers and Sen. Goldwater also agreed "completely" that "the airways of this country have been flooded with inferior music ever since BMI was formed." The same charge has been made repeatedly in many quarters. Frank Sinatra and Bing Crosby have said it, among many others. In his guest column for John Crosby, Mr. Hammerstein put it this way:

". . . Before the broadcasters went into the publishing and recording fields, they served American music well. . . . Then something happened. Suddenly, they had an axe to grind. Once they became owners of songs, they acquired an interest beyond giving the best music to the people. It became important to them to give *their* music to the people. . . ."

Yet when people accusing BMI of "discrimination" have been put under oath, it's been a different story.

One does not recall the ASCAP forces' publicizing it, but pre-trial testimony in the 33 songwriters' $150 million suit includes several passages on this point—all spoken under oath.

Mr. Hammerstein himself—who, incidentally, said he contributed $2,500 a year toward prosecution of the suit—testified as follows under questioning:

Q: Mr. Hammerstein, of your own knowledge, can you tell us the call letters of any station, broadcasting station, radio or television, which discriminated against ASCAP music?

A: No.

* * * *

Q: Do you know of any act of discrimination by any network or station?

A: No.

Q: Do you know of any record company, of your own knowledge, which has discriminated against ASCAP music?

A: No.

Stanley Adams, former president of ASCAP, gave virtually identical answers to the same questions—also under oath—and in another phase of pre-trial examinations Richard F. Murray, described as heading the department of ASCAP which counts the number of on-the-air performances of its music, testified that he "couldn't deduce" that broadcasters were discriminating against ASCAP.

Indeed, ASCAP's own records show that ASCAP music accounts for 84.05% of the radio performances of copyrighted works, while non-ASCAP performances totaled 15.95%; in television it's 89.64% ASCAP and 10.36% non-ASCAP. These figures, which were submitted by ASCAP to the Celler Committee last winter as reflecting the situation for 1955, may run somewhat high on ASCAP's side and low on BMI's, however, since it is felt that they are based on network performances primarily and do not take full account of performances on independent stations, where BMI claims to get more plays than on networks.

. . . . . AN EDITORIAL

In its defense against the ASCAP charges—or, to be exact, the charges of individual ASCAP members, for ASCAP as an organization has not formally associated itself with the songwriters' suit, although the plaintiffs include President Paul Cunningham—BMI cites these "unchallenged facts":

- BMI is owned by 624 of the nation's approximately 4,000 broadcasters, or less than one-sixth of the number who have BMI (and ASCAP) licenses. BMI stopped issuing stock in January 1942.
- BMI stockholders are licensed on the same basis as non-stockholders.
- BMI does not declare dividends. It has never

paid out a dividend to its stockholders.

• Virtually all music licenses held by broadcasters (both with ASCAP and with BMI) are "blanket licenses."

In the face of these facts, what the ASCAP-pers are saying is that the nation's nearly 4,000 stations are engaged in a conspiracy that could not possibly help them.

WHICH ONE HAS THE MONOPOLY?

ASCAP ANNUAL REPORT—1956

RECEIPTS:		
From licenses		$24,731,156.71*
From interest on U. S. Treasury bills and notes		91,081.46
From membership dues		72,991.92
		$24,895,230.09
Expenses		4,462,251.28
Balance available for distribution		$20,432,978.81
DISTRIBUTIONS:		
Paid to members:		
April		$ 4,436,769.59
July		4,638,929.57
October		4,775,272.69
December		4,838,666.97
		$18,689,638.82
Set aside for payment to foreign societies		1,800,000.00
		$20,489,638.82

* Of this total, an estimated **$20,000,000** is believed to have come from radio and television. ASCAP does not isolate in its reports its revenues from broadcasting.

BMI ANNUAL REPORT—FISCAL YEAR ENDED JULY 31, 1956

INCOME:			
License fees—radio and TV stations	$8,728,126.04		
License fees—other	433,480.84		
Royalties	163,335.62		
Sheet music sales, etc. (net)	322,781.38		
			$ 9,647,723.88
OPERATING COSTS AND EXPENSES:			
Performing rights and royalties, etc.	$5,671,073.99		
Salaries and wages	1,209,147.62		
Printing, art work, etc.	210,801.26		
Other	808,091.53		
			$ 7,899,114.40
			$ 1,748,609.48
ADMINISTRATIVE AND GENERAL EXPENSES,			
Franchise taxes, etc.			$ 1,428,300.52
			$ 320,308.96
OTHER INCOME:			
Interest earned	$ 7,102.36		
Sundry	22,902.50		
	$ 30,004.86		$ 350,313.82
PROVISION FOR DEPRECIATION AND AMORTIZATION:			
Depreciation of building, furniture, and equipment	$ 40,641.36		
Amortization of copyrights, music catalogues, etc.	14,488.67		
			$ 55,130.03
			$ 295,183.79
TAXES ON INCOME (estimated):			
Federal normal income tax and surtax	$ 139,696.59		
Canadian tax on income	3,755.97		
			$ 143,452.56
Net income			$ 151,731.23
Earned surplus at beginning of year			$ 1,247,206.68
Earned surplus at end of year			$ 1,398,937.91

LOUISVILLE IGA
MOVES 20,000 PRODUCTS IN CISCO PROMOTION

H. RUNYAN & SONS, Louisville IGA distributors, pulled over 20,000 entries in THE CISCO KID's Name-the-Pony-Contest—and each entry represented the sale of an IGA product! They reported:

"Our prestige has been raised considerably in all areas; our customers are more IGA conscious. We are definitely pleased with our sponsorship."

Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"

Write, Phone or Wire Collect Today
ZIV Television
New York Chicago Cincinnati Hollywood

*and her family

we deliver 1000 like this* for 31c

Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

As for "discrimination," the fact that virtually all stations have blanket licenses (with both ASCAP and BMI) means that they pay as much for one performance of ASCAP (or BMI) music as they would pay for 100,000. It doesn't matter how much or how little they play—they still pay fixed amounts. So again, what do stations have to gain by "discriminating" either way?

(This "discrimination" argument would seem to have more substance some years back than now. In early days a sizeable number of stations had per-program licenses with ASCAP, meaning they paid ASCAP only for those programs on which ASCAP music was used, and ASCAP has rounded up evidence that some specific stations made it a practice to play only non-ASCAP music on certain programs on certain days, to save money. The economy of such a practice disappeared when the blanket license became standard for practically all stations, and ASCAP authorities have acknowledged in formal proceedings that the number of per-program licenses is negligible.)

Even if the existence of blanket licenses did not make "discrimination" useless, a strong argument could be made that it would be folly for any broadcaster to choose musical selections on the basis of anything except audience appeal, for without audiences he loses advertisers—and money. Moreover, they point out, "conspiracy" would involve far more than even the nearly 4,000 stations, since scores of agencies, hundreds of packagers, and thousands of disc jockeys also have a hand in selecting the songs that are played. To broadcasting leaders who have had occasion to try to get even a handful of their fellows to agree on relatively simple (and clearly legal) projects, a conspiracy of this magnitude is beyond comprehension.

Another pet argument of the ASCAP forces is that what the broadcasters really want is to bypass ASCAP altogether.

ASCAP is certainly correct in thinking that if this happened it could be a near-fatal blow. For authoritative estimates indicate that ASCAP gets more than 80% of its income from broadcasters (as compared to what is reported to be a fraction of 1% from the movie industry, which has a larger gross). Last year, according to the best available estimates, broadcasters contributed approximately $20 million of ASCAP's total $25 million income.

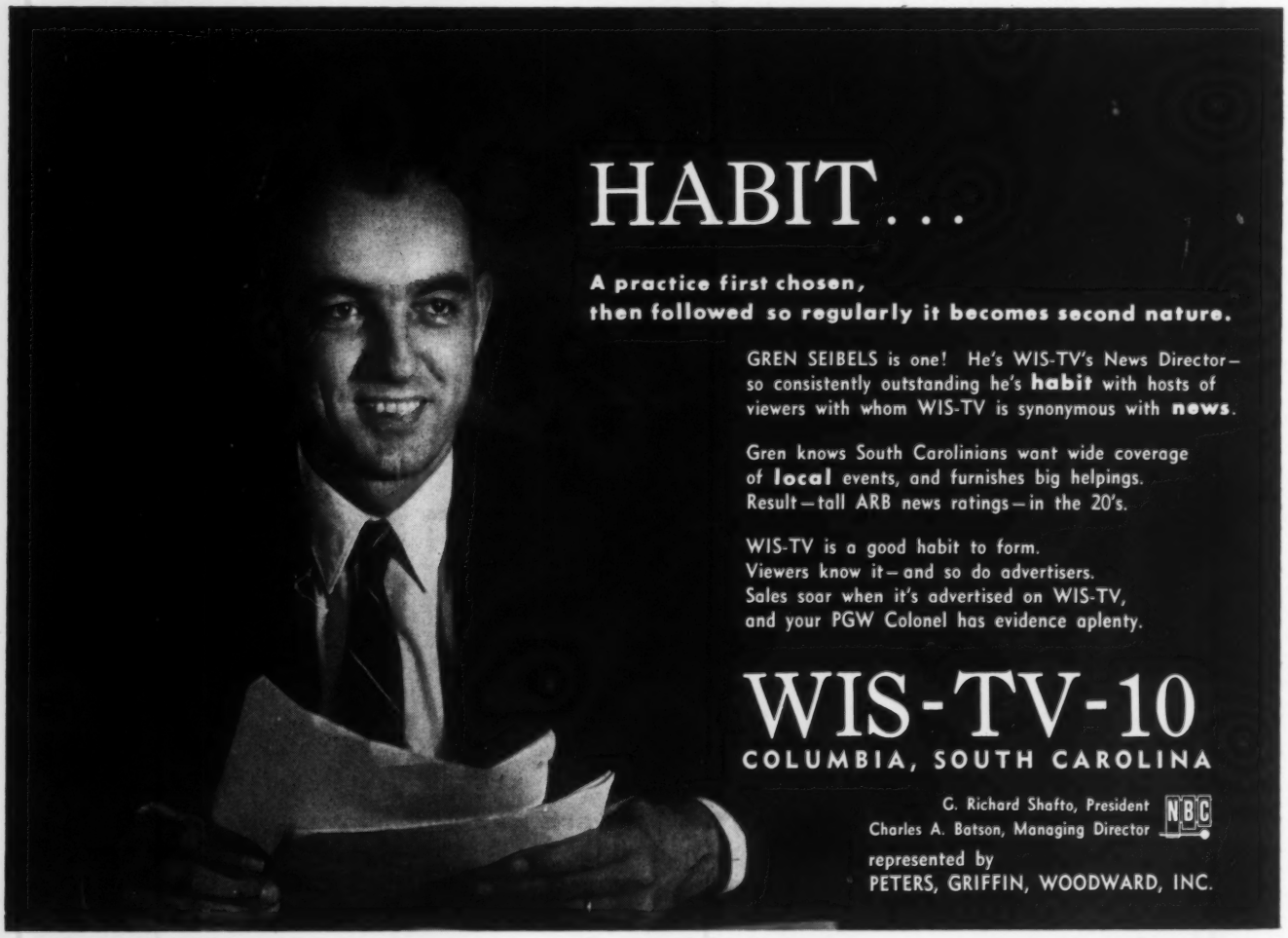
BMI's answer to ASCAP's fears that broadcasters are looking for a world without ASCAP is that (1) stations need the ASCAP catalog and would be hurting themselves if they shut off the wealth of music it contains, and (2) apart from the desirability of the ASCAP catalog for general programming, the tens of millions of dollars which broadcasters have invested in Hollywood movies alone makes an ASCAP license essential because the music in these movies is virtually 100% ASCAP. The movies would be useless without an ASCAP license.

Parenthetically, the motion picture industry itself faced—and solved—its own ASCAP problem long before ASCAP became a major thorn to broadcasters. The motion picture solution: through music publishing firms which they owned, the movie producers acquired a substantial part—estimated at 37%—of the publisher vote in ASCAP, and in turn get 37% of the distribution to publishers.

Ironically, the Smathers bill which is so pleasing to ASCAP forces could hurt the society's Hollywood friends along with the broadcasters it deems its enemies. For the terms of the measure provide that no person or corporation can get a broadcast license if he has an interest in either a music publishing firm or a record manufacturing or selling firm.

Since some motion picture companies also own stations, music publishing firms and recording companies, they too would be required to choose between broadcasting, publishing and recording.

Under the Smathers bill, then, the damage would not be confined to what the Florida senator indicated were his primary targets: severance of BMI from broadcasters, of RCA Victor from RCA, of Columbia Records from CBS. Aside from the innocent bystanders it would hurt in Hollywood, it also would separate Am-Par records from American Broadcasting-Paramount Theatres (ABC-TV and ABN), General Teleradio from Unique Records, any number of independent stations from small publishing houses and/or recording firms that they have set up—and, in the view of


HABIT...
A practice first chosen,
then followed so regularly it becomes second nature.
GREN SEIBELS is one! He's WIS-TV's News Director—so consistently outstanding he's habit with hosts of viewers with whom WIS-TV is synonymous with news.
Gren knows South Carolinians want wide coverage of local events, and furnishes big helpings. Result—tall ARB news ratings—in the 20's.
WIS-TV is a good habit to form.
Viewers know it—and so do advertisers.
Sales soar when it's advertised on WIS-TV, and your PGW Colonel has evidence aplenty.
WIS-TV-10
COLUMBIA, SOUTH CAROLINA
G. Richard Shafto, President
Charles A. Batson, Managing Director
NBC
represented by
PETERS, GRIFFIN, WOODWARD, INC.

some authorities, would even bar stations from making musical recordings for delayed broadcast.

Let's look at the extent of broadcasting's ownership of BMI.

The largest single block is owned by CBS and its owned stations: 8.9%. Next come NBC and its owned stations with 5.8%, followed by ABC and its owned stations with 4.5%. That adds up to 19.2% in the hands of the networks. Their total investment in BMI stock amounts to approximately $72,000—no more, altogether, than any one of them spend on a single television show countless times in the course of a season. The rest of the BMI stock is spread out among individual stations and station owners.

In answering the charge of discrimination, BMI authorities regard it as meaningful that most performances of BMI music come not from its principal stockholders, or even from its smaller stockholders, but from stations that hold no stock at all. They say non-stockholder, non-network-affiliated stations are the biggest users of BMI music, followed in order by stockholder radio stations, radio networks, and finally tv stations and networks.

Similarly, BMI contends that recording companies affiliated with broadcasters do not record more BMI music than other record companies.

But if BMI's answers were not sufficient and its foes succeeded in getting BMI taken away from broadcasters, what consequences would ensue?

BMI's income, like ASCAP's, is fixed in advance over a period of years, through its license agreements with stations. BMI does not get more money when BMI music is played more often—on the contrary, it has less left over, because its payments are based on performances.

The more the performances, the higher the payments; and, conversely, the fewer the performances, the less the payments.

In the hands of investors, BMI's incentive necessarily would have to be that of making a profit. This would make them reluctant to try to boost performances. The result? Less competition for ASCAP.

But BMI supporters are satisfied that ASCAP doesn't want merely reduced competition, but no competition at all—in short, a return to the pre-BMI days when ASCAP had everything to itself.

Without BMI, ASCAP would have a monopoly again and certainly could expect to take in more money.

In defending itself—and also broadcasters, since the accusation in the ASCAPpers' propaganda is that all broadcasters are co-conspirators in the plot—BMI always is mindful of the situation that existed before BMI was formed, a situation known only at second-hand by most of today's broadcasters, since it dates to the years before television and radio's greatest growth.

Go back to 1939.

Before its convention in Atlantic City in July of that year, the National Assn. of Broadcasters (now NARTB) had approached ASCAP to see what terms the society had in mind for new licenses to

for your budget . . .

WCUE IS NO.1 IN AKRON

Between 8 AM and 5 PM daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a gnat's whisker away from first.)*

See your JEPCO Man for details or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.

** Cost per thousand study based on Pulse, April 1957.*

The John E. Pearson Co. National Representatives

replace those set to expire at the end of 1940. ASCAP told NAB that a meeting would be set up for the afternoon of Aug. 2.

Came the afternoon of Aug. 2—came the NAB delegation—and ASCAP authorities informed the NAB group that ASCAP President Gene Buck was vacationing in California and would be away for an indefinite period.

The NAB group called a special convention of NAB for Sept. 15, and the convention—still unable to get a notion of what fees ASCAP wanted—adopted a resolution declaring that ASCAP's tactics made necessary "the creation of an independent source of music."

Thus was BMI born.

It was not until March 1940—a month after BMI was declared operative—that ASCAP finally made known its terms. It refused to recognize BMI, but it outlined the fees it wanted: around $9 million in all, or approximately 100% more than the broadcasters had paid in 1939. The broadcasters refused and BMI stepped up its activities.

ASCAP licenses expired at midnight Dec. 31, 1940, and then began the months of "Jeannie With the Light Brown Hair," other public-domain numbers and such music as BMI had been able to pull together. The "strike" against ASCAP music lasted until the fall of 1941, when broadcasters and the society came to terms on a contract which, though less than the original demands, has given the society ever-increasing payments.

Meanwhile, there has been a series of consent decrees. In 1941 both BMI and ASCAP signed consent judgments with the Dept. of Justice which were similar in form for both organizations. About that same time ASCAP pleaded *nolo contendere* (no plea) in a criminal antitrust suit, and the society and its directors were fined. In 1948 ASCAP was sued twice—both times by motion picture theatre interests—and was held to be an illegal monopoly. In 1950 it signed two consent decrees, one in connection with the motion picture theatre interests and the other relating to its foreign operations.

It is interesting, in the welter of charges of "conspiracy" and "discrimination," to look back and see just how badly ASCAP has fared since BMI was formed.

Before BMI, ASCAP's total income was estimated $6.5 million (1939). Last year it was almost $25 million.

Before BMI, ASCAP was paying its members approximately $4.7 million a year. Last year, these payments exceeded $18 million.

Before BMI, ASCAP had 137 publisher members. Last year, it reported 974 active publishers.

Before BMI, ASCAP had approximately 1,100 writer members. Last year, 3,732 active and 451 non-participating.

Its broadcast licenses, reflecting the growth of broadcasting itself, numbered 3,952 last year.

BMI claims credit for much of ASCAP's growth in membership—for example, for opening up what BMI contends was an ASCAP "closed club" where membership was difficult to attain and, for many, impossible. BMI feels its own "open door" policy has afforded recognition to hundreds of songwriters and publishers who might not have received it otherwise—and has resulted in their getting paid, for the first time, for the performance of their works.

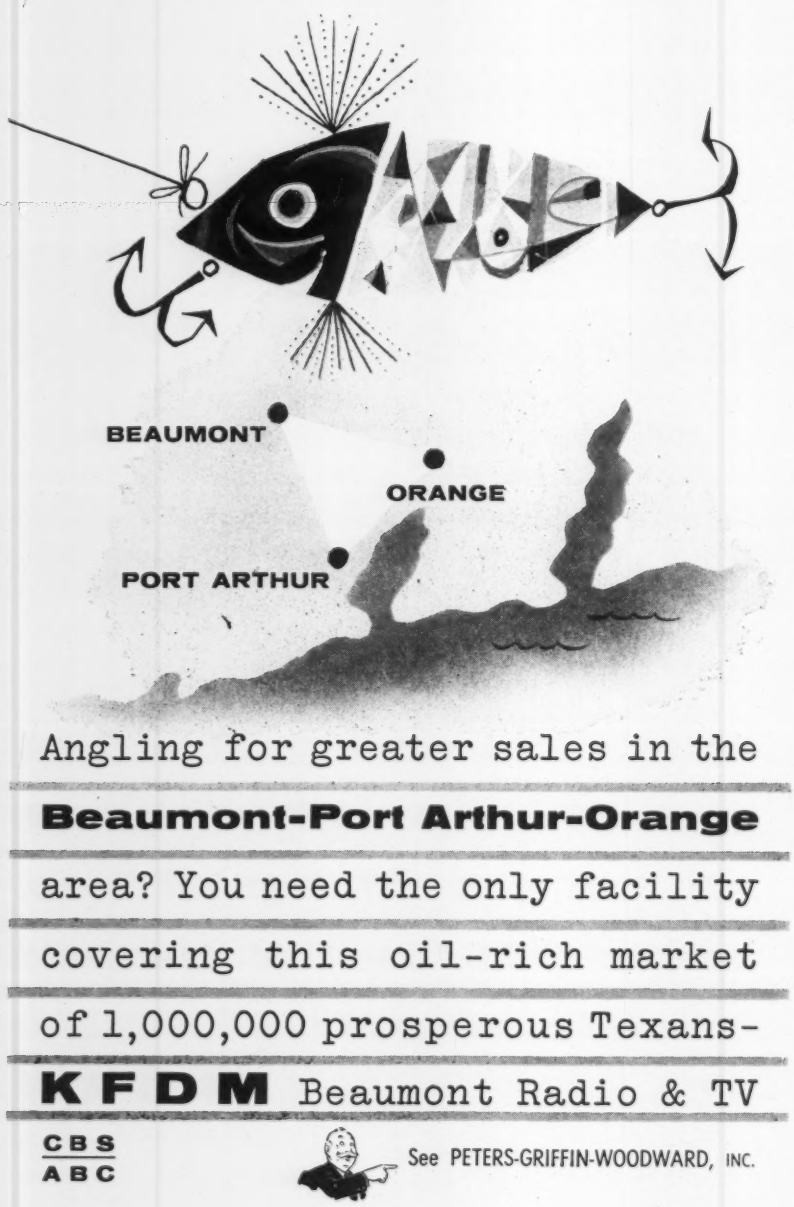
BMI's Open Door Policy

The "open door" policy also is BMI's answer to charges that it has fostered trashy music. BMI contends it merely has made it possible for more writers to be paid for their music, of whatever type—and that it is the public which makes certain types popular, just as the public ignores music that it doesn't like. Moreover, BMI supporters point out that the tunes that get the most performances during their first year are not always the tunes that endure—that many of today's standards got few plays when they first came out—and that both BMI and ASCAP have had shares of the bad as well as the good.

What has happened to the songwriting and publishing businesses generally, since BMI came on the scene?

Where 1,100 writers were getting paid for performances of their works when ASCAP was still the only licensing organization, more than 5,400 are getting paid today. The number of active publishers has grown from perhaps 150 to more than 1,200, based on combined ASCAP and BMI figures. And total annual payments to writers and publishers have gone from less than $5 million to more than $24 million last year.

As for the 33 songwriters suing to divorce



AGAIN

1st By Survey* • WHBQ-TV Memphis

WHBQ-TV, Memphis' most powerful station, once again is Memphis' most popular station. The June ARB* shows that of 349 competitively rated quarter hours, sign-on to sign-off, WHBQ-TV dominates in *194*; station "B" in 116; and station "C" in 39.

■ *For availabilities contact H-R Representatives or WHBQ-TV Memphis.*

BMI from broadcasting ownership, some sources estimate that each member of this group is currently getting at least twice as much money as he was getting before BMI was formed, and that some are getting 15 times as much.

The only thing anybody has lost as a result of BMI is the monopoly situation that existed before BMI. What galls ASCAP is that its music now must face up to the competition of other music—"new" music which had little or no chance of general public performance until BMI came along. As was true before BMI, it is still the public that picks the favorites—only now the public has a far broader range to pick from.

But ASCAP-pers don't want to face the music. Their objective seems clear: Kill Off BMI. In the court case they have the means to do it—if their case is sound. But clearly they are not satisfied they can win in court where all facts are put on display.

So they rely on diversionary tactics, seeking to brainwash Congress and the public by associating themselves with good music and BMI with bad, by painting BMI and the broadcasters as conspirators and villains. To the extent that they succeed, BMI's court case will suffer—and if they should succeed in getting BMI legislated into limbo, they could avoid the need to go to court. The only solution that BMI supporters can see is the truth—well and widely told by all broadcasters, who after all, are the ones ASCAP is accusing.

C-C Tv Systems Set For L. A., S. F. Study

Wednesday, Sept. 18, seems likely to be a very important day in the history of toll tv in California. On that day, the Los Angeles City Council will consider the joint application of Fox West Coast Theatres and International Telemeter Corp. for a city franchise to install and operate a closed-circuit system of subscription television.

The council also will consider the application of Harriscope Inc. for a similar franchise and will take another look at that of Skiatron Inc., previously approved. The probability is that the city attorney will be instructed to advertise all three non-exclusive franchises for sale to the highest bidder [B•T, Sept. 2, Aug. 26].

Also on Sept. 18, the finance committee of the city of San Francisco will take up the closed-circuit toll tv franchise application of Skiatron. The committee was to have considered the application last Wednesday but changes in the terms of the franchise suggested by Dion R. Holm, city attorney, and Harry Ross, city comptroller, delayed preparation of the franchise forms until too late for the finance committee members to have a chance to study them in advance.

The committee has the responsibility for studying proposed city franchises and recommending that the city board of supervisors either adopt or reject them. If as anticipated, the finance committee recommends that a franchise be granted to Skiatron, the franchise will be read at the board of supervisors' meetings on the two following Mondays (Sept. 23 and 30).

International Telemeter Corp. also has applied for a closed-circuit toll tv franchise in San Francisco, formally submitting its application to the finance committee last Wednesday. As in Los Angeles, the proposed San Francisco franchise will be non-exclusive and will require the holder to pay 2% of gross revenue from the toll tv operation to the city.

Chief differences are that the Los Angeles franchise runs 21 years, while a 50-year term is proposed in San Francisco, and that Los Angeles requires the grantee to post a faithful performance bond of $100,000 while San Francisco asks only $25,000.

Although these two major California cities, as well as a number of smaller communities within the state, have been considering the whole question of closed circuit toll television for months, the state itself made its first expression of interest in the subject last week. Louis Francis, chairman of the State Assembly Public Utilities & Corporations Subcommittee on Corporation Laws, called a special meeting of his subcommittee for tomorrow (Tuesday) in Los Angeles to consider toll tv. Use of telephone poles to support wires or cables which will transmit the toll tv programs to the homes of subscribers gives the state jurisdiction over this new series and the responsibility to regulate it in the public interest, he said.

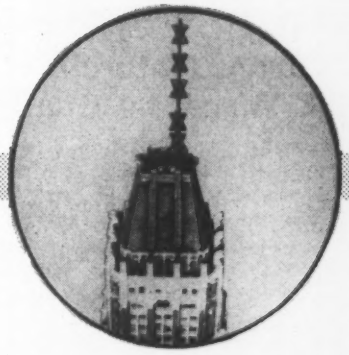
Complete M-G-M Library
NOW ON
WAKR-TV
AKRON, OHIO
during PEAK EVENING hours

PLUS
• UNITED ARTISTS
• COLUMBIA • SCREEN GEMS
• NTA-"20TH CENTURY FOX"
AND OTHERS

YOU CAN PARTICIPATE IN THESE TOP FEATURES AT SURPRISINGLY LOW RATES!

Call- KEN KEEGAN OR BURKE-STUART, INC.
PO. 2-8811, Akron
New York, Chicago, Detroit, Hollywood, San Francisco

WAKR-TV • • • WAKR-RADIO
RADIO-TELEVISION CENTER • 855 COPLEY ROAD • AKRON 20, OHIO



WMAR-TV

Maryland's Pioneer Television Station

now celebrating its

10th Year of Leadership

IN BALTIMORE'S 3-STATION MARKET

WMAR-TV CHANNEL 2

Share of sets in use . : 44.9
Percentage of total quarter-hour firsts 55.2

based on ARB Report for July, 1957 (one week, sign on to midnight)

CBS

In Maryland, most people watch WMAR-TV channel 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Buying Sacramento, California?

NEW, 1957 NIELSEN COVERAGE STUDY AVAILABLE!

KCRA-TV Consistently Delivers More TV Homes In 31 Counties Throughout the Night and Day!*

*NCS 2A, Spring, 1957

Ask Petry for Coverage and Audience Data on the Highest Rated NBC Station in the West

KCRA-TV
SACRAMENTO, CALIFORNIA
The Only Low Band VHF Station in California's Great Central Valley
CLEAR 3 CHANNEL

Skiatron, Motorola Talk Wired Tv Gear

It's finally official: Skiatron Tv Inc. and Motorola Inc. are holding conversations about production of coder and decoder equipment for use in wired, closed circuit pay tv systems next year.

While no contracts have been signed, Motorola officials confirm the company has been approached by Skiatron to manufacture the devices and that, if an agreement is reached, it would be announced in the weeks ahead. Reports persist—but are denied—that the Chicago company will produce some 500,000 units for delivery early in 1958.

It was understood Westinghouse Electric Corp. has a prototype under development as a result of early talks with Skiatron officials. Motorola technical specialists have seen engineering specifications for the coders and decoders, which would be installed in San Francisco and Los Angeles homes by mid-April next year [B•T, Aug. 26], although the company itself is not working on any prototype model. Discussions have been underway at a more feverish pitch in recent weeks.

Motorola officials acknowledged they are watching with "close interest" Skiatron's toll tv plans as well as wired Telemovie service developments in Bartlesville, Okla., for which Motorola supplied monitoring equipment (see separate story). They feel there is no technical problem involved in manufacturing scrambling and unscrambling equipment and that their company has the "ability and know-how" to produce the devices.

The company pioneered in development of automobile radios for Chrysler Corp. years ago and is continually interested in new electronic product development and business for which it claims adequate facilities, officials pointed out. Today the company is a top producer of car radios, for use at both the automotive factory and consumer levels.

Novins Elected to Presidency Of Paramount Pictures' Telemeter

Louis A. Novins, vice president and genmanager of International Telemeter Corp., has been elected president of that Paramount Pictures Corp. subsidiary, Paramount President Barney Balaban announced Wednesday.

MR. NOVINS

Mr. Novins has been instrumental in presenting the Telemeter wired pay tv system (cash box and decoder devices) to the motion picture and tv industries via demonstrations in Los Angeles and New York. The latter demonstrations were held over the past three weeks at the Hotel Savoy-Plaza.

A former assistant attorney general of Massachusetts, Mr. Novins joined Paramount early in 1946 as executive assistant to the president. Since that time, he has served in various capacities as an officer and director of a number of Paramount's subsidiaries, has been secretary of the firm since 1955 and during that year was elected to the Telemeter post.

Pabst Decides Not to Take Segment on Weaver Network

Pabst Brewing Co. (Blue Ribbon Beer, Old Tankard Ale), Chicago, has withdrawn from sponsor consideration of Sylvester L. (Pat) Weaver's proposed ballroom music series on his projected Program Service Inc. network this month.

Pabst officials denied reports the brewery had signed for a third sponsorship (30 minutes) of an hour and a half remote program from Chicago's Aragon Ballroom tentatively set to start Sept. 21. Company said it had considered the series and is continuing to study other radio-tv properties. Pabst agency is Norman, Craig & Kummel.

Negotiations by Mr. Weaver with Howard Miller, Chicago disc jockey and now emcee of NBC-TV's *Club 60*, to preside over the Aragon remote have fallen through.

BMI to Suspend Clinics To Give Respite to Staff

Broadcast Music Inc. will suspend its annual program clinics next year after seven consecutive years in the field, BMI Station Relations Vice President Glenn R. Dolberg is announcing today (Monday). But BMI intends to resume the clinics in 1959 should BMI member stations desire them.

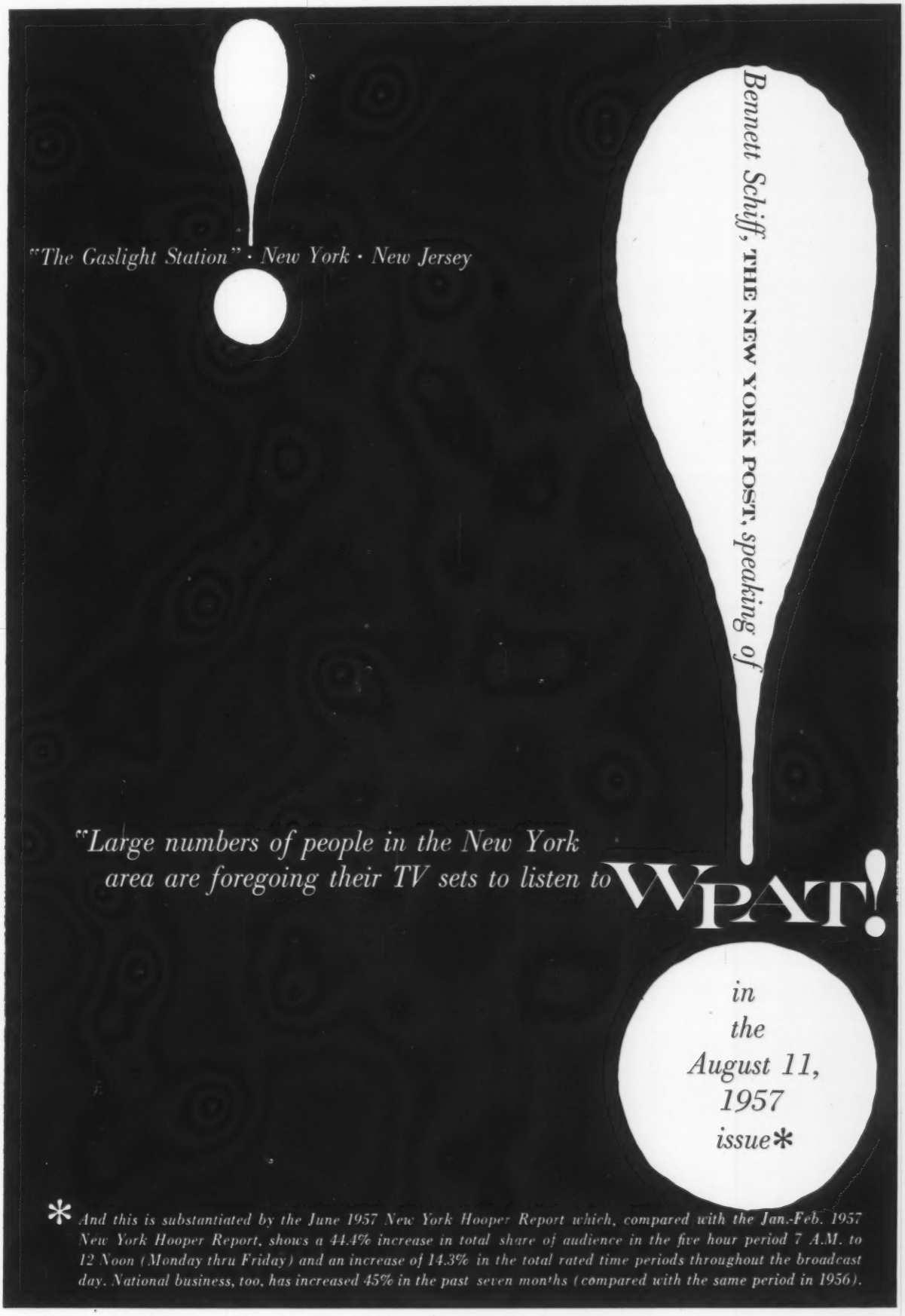
According to Mr. Dolberg, the move is being taken to give the BMI staff "a respite from the big job of clinic preparation and the rigors of travel." The staff has held 310 clinics since 1950. The decision to suspend the clinics, he went on, "was made in spite of the fact that 1957 clinic attendance at 45 sessions set a new record and was 5.7% higher than in 1956."

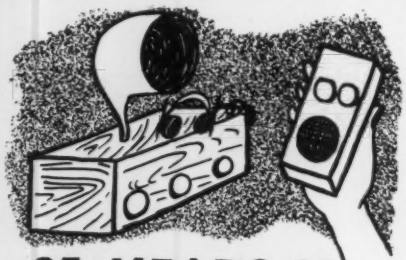
Announcement of the suspension was made in a letter made public last week which was sent to presidents of the 41 broadcasting associations in states where BMI "circuited" last year.

Statistically, attendance between March 1951 and June 1957 totaled 23,102, with a total of 802 broadcasters appearing as clinic speakers. The BMI clinics originated in 1948 at BMI's New York home office, but, after the Missouri Broadcasters Assn. suggested later that BMI "go on the road" to increase its clinic attendance, the first field expedition was conducted in Jefferson City, Mo., in March 1951.

PROGRAM SERVICE SHORT

George Logan Price Inc. (radio productions), Malibu, Calif., reports it has sold *Living Pages*, Bible drama serial, to Trinidad Broadcasting Co., Port-of-Spain, for its own station Radio Trinidad and for Radio Jamaica and Rediffusion, Kingston, Jamaica, and Radio Demerara, Georgetown, British Guiana. Series consists of 52 half hours.


"The Gaslight Station" · New York · New Jersey
Bennett Schiff, THE NEW YORK POST, speaking of
"Large numbers of people in the New York area are foregoing their TV sets to listen to WPAT!
in the August 11, 1957 issue*
* And this is substantiated by the June 1957 New York Hooper Report which, compared with the Jan.-Feb. 1957 New York Hooper Report, shows a 44.4% increase in total share of audience in the five hour period 7 A.M. to 12 Noon (Monday thru Friday) and an increase of 14.3% in the total rated time periods throughout the broadcast day. National business, too, has increased 45% in the past seven months (compared with the same period in 1956).



35 YEARS OF SERVICE.. WMAZ-RADIO

Bob Spiller

Another mainstay, bulwark, solid foundation, of WMAZ Radio's staff of *personalities* that keeps on keeping good will and listener loyalty all over Middle Georgia that we've built up over the past 35 years of service.

Bob is keeping up, too, with our record of 35 years of effective *selling* in the Middle Georgia market. He's our "early morning man" . . . from 6 to 6:30. . . . and then he plays "Mama Music" from 9 till 9:45. "Mama Music" heads straight to the lady of any age, who buys and buys, and listens to Bob as she makes out her list.

Bob Spiller can sell for you. Give him a chance, and watch your sales figures rise in Middle Georgia.

10,000 WATTS CBS

WMAZ RADIO

MACON, GA.

National Rep:
AVERY-KNODEL, INC.

NEW NBC RADIO RATES BEGIN OCT. 1

- **Simplified rate card: 5 minutes, $1,700; 1 minute, $1,000**
- **Single rates for participation, but night program rates down**

Details of NBC Radio's new rate structure, with five-minute segments pegged at a one-time gross cost of $1,700 and one-minute announcements at $1,000, were revealed last week as the network prepared to announce today (Monday) that the new, much simplified card will become effective Oct. 1.

Under the new alignment a single rate for participations will be applicable day and night, but in the case of program periods of a quarter-hour or longer the evening rate will be lower than the daytime charge. The primary or must-buy affiliate list is eliminated, officials explaining that they now are selling the full network of 188 stations and that regional or fractional network purchases—beyond those already on the air—will not be sought.

The simplification of the rate structure made it difficult to compare details of the new card directly with the old. But in general, officials said, the new nighttime program prices run 25% to 35% lower than the old rate for nighttime programs (15 minutes or longer). They said the rate for participations is approximately the same as in the old card.

NBC Radio officials also reported that at least 75% of their affiliates already had signed affiliation contract amendments incorporating a new method of station compensation [B•T, Aug. 26].

The new compensation method, like the rate changes, is slated to go into effect Oct. 1. Affiliates have been assured that under the new formula they will receive no less, for equivalent network business, than they have been receiving—and that in the event of increased network volume they stand to receive more than they would under the old plan.

In a statement being released today (Monday) announcing the new rate card, Matthew J. Culligan, vice president in charge of the NBC Radio Network, said it is "based on the current realities of network radio" and "is now the simplest in the entire broadcasting industry. Its structure makes the purchase of programs very attractive by means of a flexible continuity and discount policy."

For participations, the gross time rates are: one minute, $1,000; 30 seconds, $750, and six seconds, $250. These prices guarantee clearances of stations whose aggregate percentage is equivalent to 75% of the full network rate.

Participations carry weekly and annual volume discounts. Weekly discounts are as follows: less than $5,000, no discount; from $5,000 to $9,999, 2½% discount; from $10,000 to $14,999, 5%; from $15,000 to $19,999, 7½%; from $20,000 to $24,999, 10%, and from $25,000 up, 12½%.

Annual volume discount on participations ranges from 5% to 15%. The 5% is applicable on gross time charges between $50,000 and $99,999, and the discount steps up 2½% for each $100,000 above that sum until the maximum 15% is reached at the $500,000-and-up level.

Gross time rates for five-minute periods range from $1,700 for one five-minute unit per week to $1,000 per unit when 11 or more are used in a week. Costs for longer time periods are computed as multiples of the appropriate five-minute unit cost. For example:

Three five-minute units a week cost $1,500 apiece; therefore, the gross time charge for a quarter-hour program period would come to three times $1,500, or $4,500. For a half-hour it would be six times $1,250 or $7,500, and for an hour, 12 times $1,000 or $12,000. There are gross daytime program time costs. On programs (a quarter-hour or longer) at or after 8 p.m. New York time Monday through Friday, the rates are 75% of these basic rates.

Full-network advertisers may combine all periods used in network option time during any one week to determine the lowest applicable rate. But program periods and participations may not be combined to get a lower rate.

The annual volume discount on program periods is the same as for participations, and participations and program periods can be combined to determine the annual volume discount.

The new card, instead of following the old practice of listing all primary and all supplementary affiliates and the individual network rates for each, merely lists the call letters and cities and shows their locations on a map. Network rates for individual stations are not shown.

While officials said they no longer would seek regional or small-network purchases beyond those already on the books, the rate card itself says merely that "all purchases must be of a sufficient composition of network stations satisfactory to NBC. The percentage of the full network total for the purpose of [proving at least 75% clearance in the case of participations, or to determine costs of a partial network in the case of program unit sales] may be obtained on request."

Regarding the new method of compensating stations, affiliates last week received new assurance that they would lose nothing through the change. Station Relations Vice President Harry Bannister wrote them that further checking during the second quarter showed that, owing to changes in the composition of traffic, some stations would have received more and others less under the new plan as under the old, while still others would have received about the same.

He said the swings in traffic composition were expected to "iron out" by the time the new formula becomes effective Oct. 1, and that any "small variances" after that time should average out in the long run. But "we don't want to let this rest on as-

It's the

TOPE

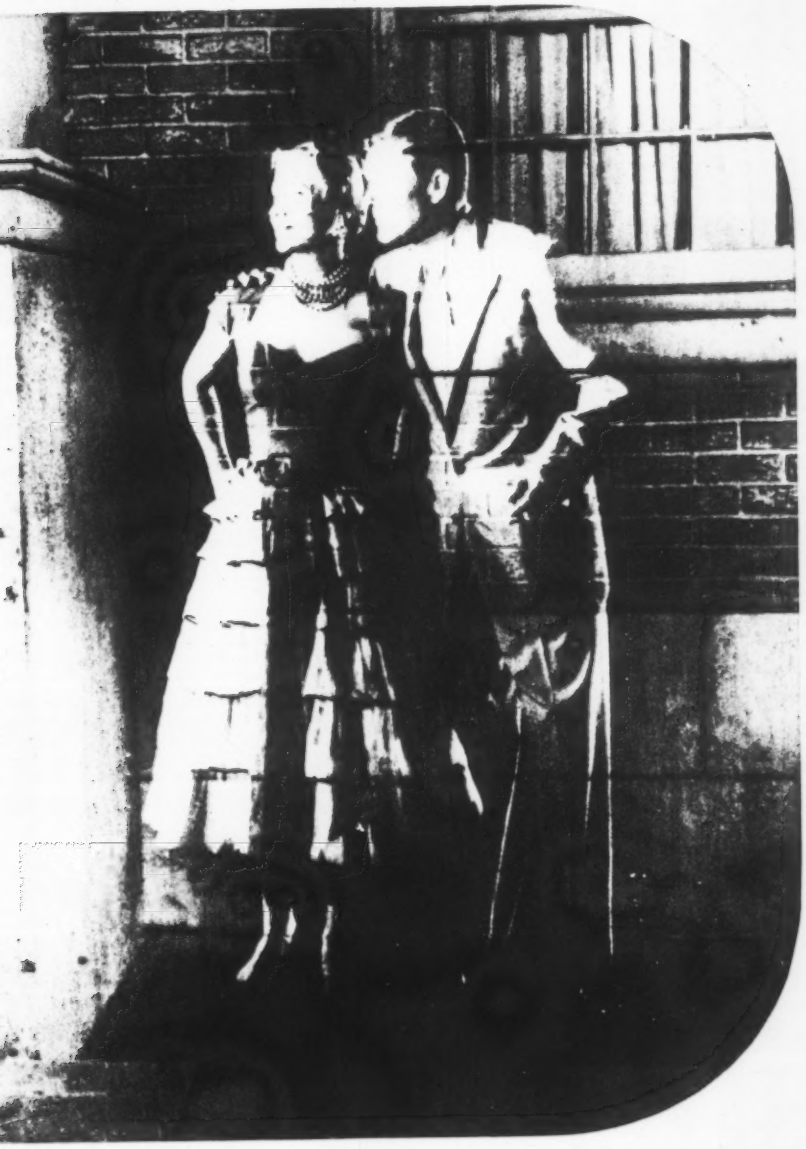
COMEDY SERIES FOR

from

TELESTAR FILMS, INC.

509 Madison Avenue
New York 22, N. Y.
MU 8-0940

N
a
a
F



PER

OR THE MODERN FAMILY

Now . . . for the first time
available for local sale . . .
and ALREADY BOUGHT
FOR FALL START BY .....

TOPPER DEAL FINE. WE'LL HAVE CLASS A SPONSOR.
NORM KNIGHT, WNAC, BOSTON

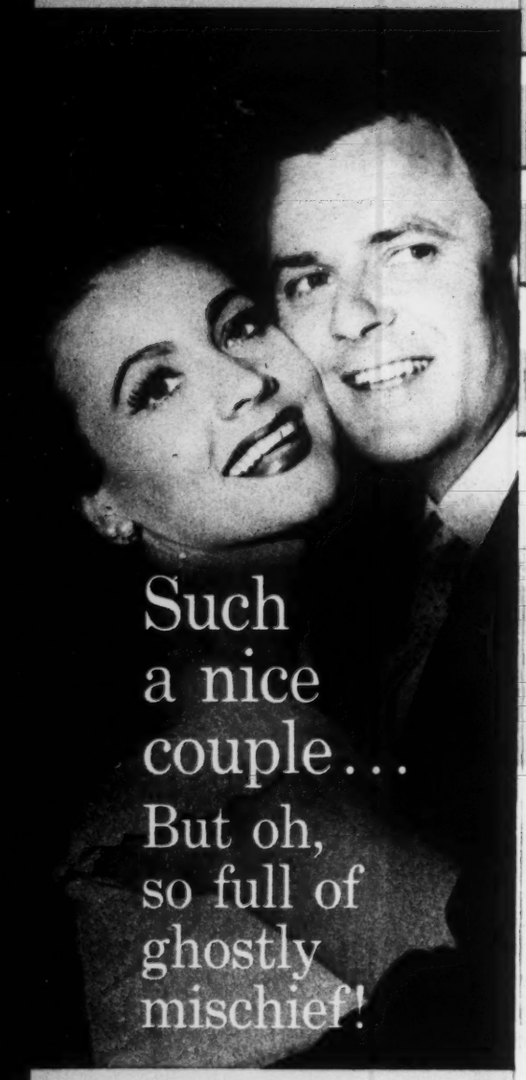
PURCHASE OF TOPPER SET...AIR DATE SOONEST.
BOB KING, WFAA, DALLAS

HAPPY TO BE RUNNING TOPPER THIS FALL...
HAL HOUGH, WCBS-TV, N. Y.

CONFIRM TOPPER PURCHASE FOR '57/'58 SEASON
DICK MOORE, KTTV, L. A.

SOLD...TOPPER GREAT SHOW
ED WESTON, WCOP, CINN.

DEFINITE WE'LL TAKE TOPPER COMING SEASON...
WARD QUALL, WGN-TV, CHICAGO



TOPPER

- **"One of 10 most recognized names in America"... Motivation Research Bureau, Inc.**
- **Proven popularity with all-family audiences, morning, noon and night**
- **Unrivalled record of sponsorship: Camels, Procter & Gamble, Standard Brands**
- **Exceptional rating record: 28.8 Nielsen average, 43.7% share of audience, during almost 2 years on CBS Network**
- **78 episodes . . . 2 full years of continued sponsorship available**

IN 1955-6, THE BIG LOCAL SHOW WAS "MARGIE" from Official
IN 1956-7, THE BIG LOCAL SHOW WAS "SUSIE" from TPA

IN 1957-8 THE BIGGEST LOCAL SHOW IS "TOPPER" From TELESTAR

Join the growing list of stations carrying this wonderful show.

Call or wire today

TELESTAR FILMS, INC.

509 Madison Avenue ·

sumption, or leave any doubts on the matter in the affiliates' minds," he said, adding:

"We are therefore committing that if, as a result of the new formula which becomes effective Oct. 1, any station receives less compensation in 1957 than would have been payable under the present formula, we will pay the difference to the station.

"Moreover, if this situation develops for any station, we will make a further revision in that station's compensation formula, to become effective Jan. 1, 1958, so that it will at least match the present formula, using as a base period the station's traffic experience for the full year 1957, instead of the first quarter of 1957 traffic which we used in developing the formulas in the revised contracts already mailed to you.

"We are making this commitment to all stations, including the large number of affiliates who already have signed and returned the revised contract. We are doing this in order to accomplish in good faith the objectives we had in connection with the new formula, and to give all stations a practical assurance that these objectives will be met . . ."

Yankee Network Names Steffy An Executive Vice President

George W. Steffy, vice president in charge of program operations of the Yankee Div. of RKO Teleradio Pictures Inc., has been named executive vice president of the organization, according to an announcement made last week by Norman Knight, president.

MR. STEFFY

Mr. Steffy has been with the Yankee Network since 1927 when he joined WEAN Providence, R. I., while still in college. After graduating from Providence College in 1929, he was transferred to RKO's WNAC Boston's engineering staff. From 1934-44, he was production director for WNAC as well as the entire Yankee Network.

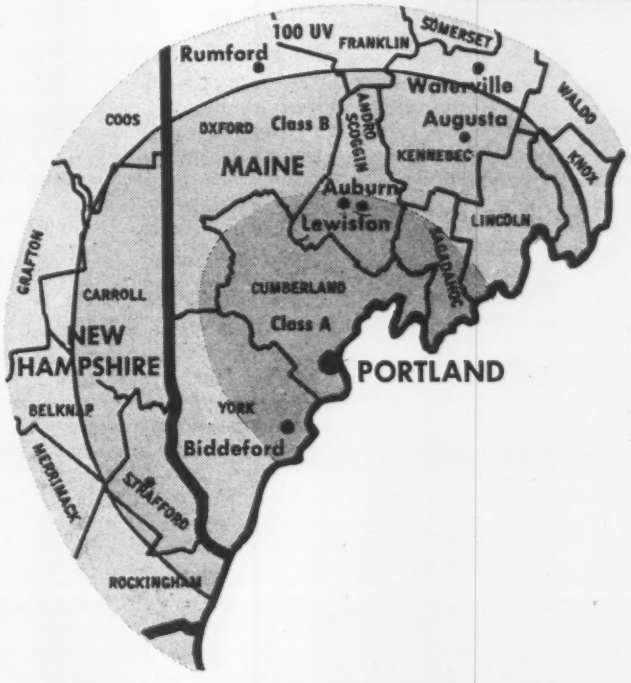
In May 1944, he was elected a vice president of the network in charge of program operations. Since 1948, Mr. Steffy also has actively guided the programming of WNAC-TV.

WTNT Affiliates With CBS Radio

Signing of WTNT Tallahassee, Fla., as an affiliate of CBS Radio has been announced by William A. Schudt Jr., vice president in charge of station relations for the network. The station (1450 kc, 250 w) became a secondary affiliate Sept. 1 and will become a primary affiliate next Feb. 22, replacing WTAL (1270 kc, 5 kw) in the CBS Radio lineup. Affiliated heretofore with ABN and Mutual, WTNT is owned by Tallahassee Appliance Corp., with Frank W. Hazleton as president and general manager.

TOP SALESMAN
in Northern New England's billion dollar market

WCSH-TV with 4-to-1 domination of 13-county two-state area* delivers 60% of Maine's income plus $266 millions from New Hampshire.



Where 78% of the 221,990 households are television homes . . .

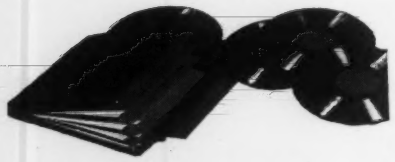
Where 81% of income is spent each year . . .

WCSH-TV puts your message "loud and clear"

(*Pulse May 4-10 area study—Market data 1-1-57 SRDS estimates of consumer markets)

WCSH-TV
PORTLAND, MAINE

Represented by WEED TELEVISION CORP.



If you are interested in

CONTEMPORARY MUSIC

. . . or would like to learn about it—

Enjoy finest Contemporary music at its high-fidelity best . . . brilliantly played by one of the nation's outstanding symphony orchestras . . . flawlessly recorded by Columbia Masterworks . . . and interpreted *as the composer intended.*

This is a rare opportunity to possess exclusive **FIRST EDITION RECORDS**—first recordings of newly commissioned works by leading composers, played superbly by the renowned

LOUISVILLE ORCHESTRA
Robert Whitney, Conductor

These "collector's item" recordings are available for a limited time, *from the Society only.* They are a priceless collection of new, exciting music . . . the finest expressions of living composers the world over.

"Splendid sound". *Cleveland Plain Dealer*

". . . a service to music unequalled". *Christian Science Monitor*

". . . the reproduction is a model of clarity". *St. Louis Globe-Democrat*

". . . recording and performances, excellent". *Pittsburgh Post-Gazette*

". . . quality higher than critics dared hope". *Time Magazine*

In addition to their musical brilliance and technical perfection, First Edition Records give you the satisfaction of establishing yourself as a patron of today's finest music. The Louisville Philharmonic Society is a non-profit organization . . . income from record sales is used in the commissioning of still further works.

● ● ● **SEND TODAY FOR** ● ● ●
INFORMATION ON FREE TRIAL RECORD

LOUISVILLE PHILHARMONIC SOCIETY
Dept. JJ, 830 S. Fourth St., Louisville 3, Ky.

Please send me free, complete information on exclusive First Edition Records and free record offer.

Name_____

Address_____

City_____ State_____

ABN Drops Nielsen, May Take New Pulse

American Broadcasting Network canceled its subscription to Nielsen Radio Index Wednesday and is expected to subscribe to a new Pulse 26-market index this fall [B•T, Aug. 12, CLOSED CIRCUIT, July 1].

At issue with Nielsen are claims by the radio networks that an "overall dimension" of the U. S. radio audience should include a representation of listening to sets which do not have fixed locations. This category takes in portables in the home and out-of-home radios (a big percentage of these are auto radios).

According to ABN research officials 40% of the total radio sets fall into the non-fixed location category.

As of Thursday, ABN was expected to conclude its negotiations with Pulse imminently, the signing coming perhaps as early as this week.

Though ABN has dropped NRI, the other networks have not followed suit. NBC Radio has renewed its contract with the A. C. Nielsen Co. for another 18 months in view of an expansion of services [B•T, Aug. 12, Aug. 5] but still feels it falls short by neglecting out-of-home audience. The new NBC-Nielsen contract was understood to have been signed at a "slight" increase in rates. It is reported that the yearly network rate is in the vicinity of $150,000.

Asked about the NBC Radio renewal, Matthew J. Culligan, vice president in charge of the NBC Radio network, said last week that while the network feels there are shortcomings in the Nielsen service, NBC has renewed in order to provide the service to advertisers and agencies.

CBS Radio President Arthur Hull Hayes said he expected that the network will renew its Nielsen contract. But, it was reported, CBS Radio since its contract for the NRI reports expired July 31, has been buying the service on a month-to-month basis. It, too, is negotiating with Pulse. Talks are expected to continue through this week with both Nielsen and Pulse.

ABN, it was learned, expects Pulse to begin its field work in October with the first report coming out Nov. 1. The report, gathered by the Pulse technique of roster recall—personal interview—reportedly will include figures of audiences listening to sets of non-fixed location and present both weekly and cumulative audience figures, audience composition and ratings. The markets covered apparently will represent those in which network radio is up against its greatest competition both from tv and from other radio stations.

Meanwhile, Nielsen was said to have completed field work on a new study of radio measurement that would include out-of-home listening. Progress of this pilot study was not made known. It was indicated by the dissident networks, that should NRI include the "bonus" audience in regular report form, they probably would welcome this with open arms.

In his announcement reporting ABN's action, Robert E. Eastman, president, said:

"We have a thorough respect for the A. C. Nielsen Co. and the many valuable services provided by them for many of our nation's leading manufacturers. American cancelation is in no way a reflection of any lack of appreciation of the values inherent in good research and in companies such as A. C. Nielsen, which provide that research.

"We believe, however, that our product is too valuable to have it appraised by a method which is far more limiting than those applied to other major media. All of our reprogramming of American is based upon strong personalities with proven sales effectiveness. The application of research which measures just reach, and not all of that, does not properly evaluate our product.

"Furthermore, we feel that radio research has been unable to keep pace with the extremely rapid growth of the medium. Radio broadcasting is the only means of communication which alone has the ability to reach a mobile population in a wide variety of places. Also, radio broadcasting is the only medium which continually reaches this active American population and is effective at the same time they are doing other things.

"The measurement of the entire scope of radio broadcasting is a fabulous task because it is the most extensive of any medium. The 145 million sets in working condition are widely scattered and therefore the listening to these sets is difficult to measure accurately. With 50 million radio sets out-of-home, roughly 40% of our medium, we cannot enthusiastically support research which is unable to place full value on this circulation."

Separation of Commercials Subject of New CBS-TV Policy

CBS-TV is announcing today (Monday) the details of a revised product protection policy, designed to give the network more flexibility in handling the separation of commercials for competing products.

As outlined by William H. Hylan, CBS-TV vice president of sales administration, the revised policy embodies three main points: (1) CBS-TV will endeavor to maintain separation of at least 15 minutes in the network placement of commercials for competing products; (2) the network will continue to prevent competitive product conflicts within programs having two or more sponsors; (3) exchange commercials (alternate sponsors) are not necessarily entitled to protection, and CBS-TV may change the position of an exchange commercial in order to maintain 15-minute separation between competitive products.

Up to now, CBS-TV has maintained a 15-minute separation between programs for competing products. A network spokesman said CBS-TV has been "hard-pressed" to maintain this separation and acknowledged that it is conceivable that under the revised policy, competing commercials will be carried more closely to one another than in the past. He pointed out that with the current trend toward alternating and participation sponsorship, the network has found it "difficult" to retain 15-minute separations between programs.

The spokesman said CBS-TV defines "ex-

TRACKWALKER WITH A PH.D.

Melvin Janes, a friendly, sandy-haired man in his early forties, may well be the world's only trackwalker with a doctor's degree.

Since 1953, Dr. Janes has trudged many a mile along railroad tracks from Maine to Texas. His mission: to check with his own eyes the killing power of a unique railroad-bed weed destroyer.

Weeds are a menace to railroad men. They are a fire hazard; wheels slip on them; they hold moisture which rots the ties and undermines the roadbed; they make maintenance difficult. More than 50 kinds of weeds grow along the tracks. Some die easily and stay dead—but many are too tough for ordinary weed killers.

When Mobil scientists developed a promising new oil-based killer—AGRONYL R—Dr. Janes took to the tracks to check it out. It killed the weeds, all of them. Moreover, it's heavy and doesn't blow on to adjacent farmland. It leaves a film that discourages new growth (and also helps keep the tracks from rusting).

You can't buy AGRONYL R herbicide for your garden weeds. It wouldn't work in your home sprayer anyway. It was created for a specific job —and it does that job without equal.

In the same way, Dr. Janes and his fellow scientists develop countless other MOBIL products for the special needs of *your* business, *your* car, *your* home. Whether it's a motor oil or a gasoline or a gear lubricant, it's unique in its field. And you can depend on its quality — for it is a product of Mobil's master touch in oil.

For more information about Mobil research and development activities, write to Room 2400, Socony Mobil Oil Company, Inc., 150 E. 42nd St., New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.

Leader in lubrication for 91 years

At the summit

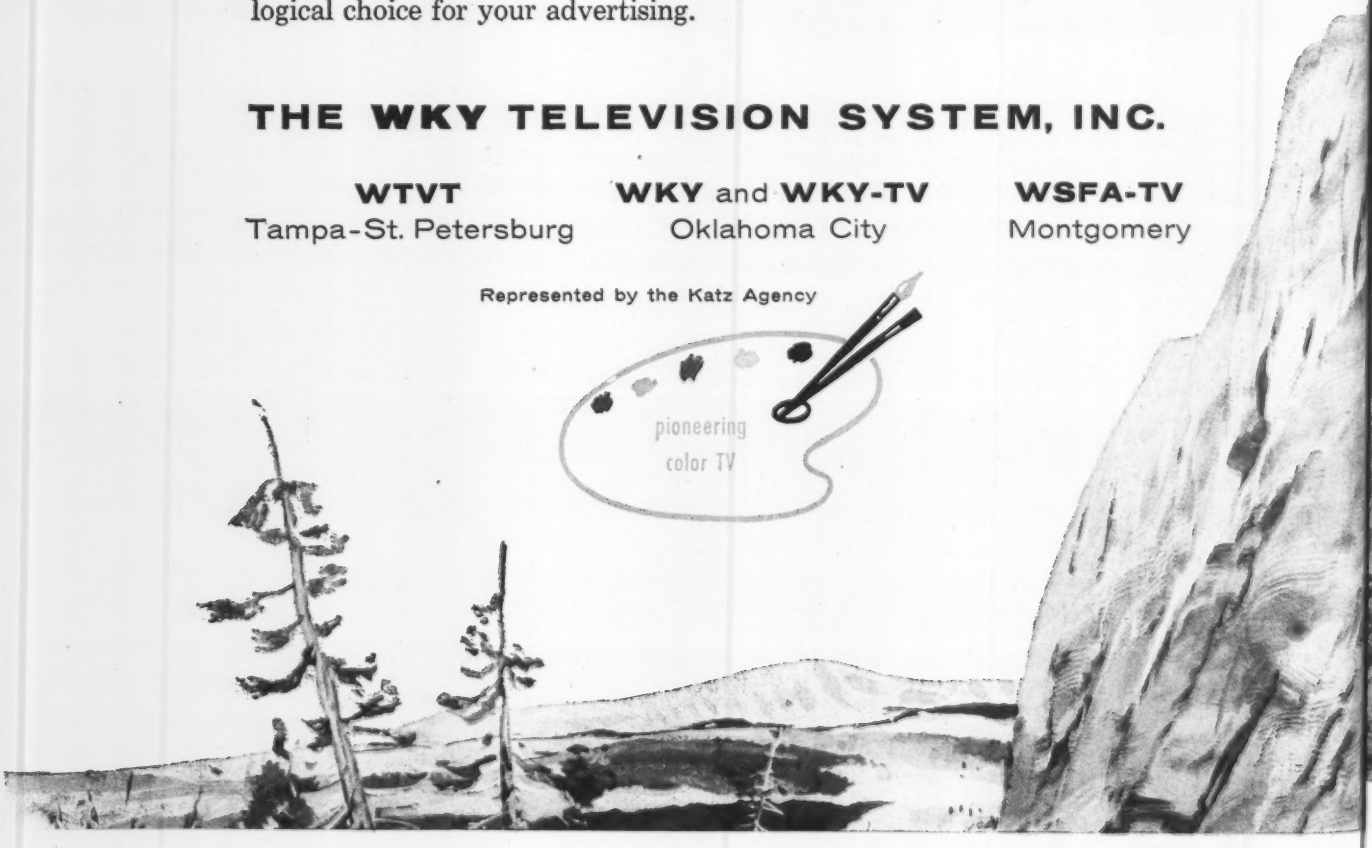
In every community, there is always one station at the top. It has achieved leadership through excellence in facilities, perfection in programming, and service to the community that goes beyond entertainment.

In Oklahoma City, Montgomery, and Tampa - St. Petersburg, those stations are WKY Television System stations—outstanding in their markets, and the logical choice for your advertising.

THE WKY TELEVISION SYSTEM, INC.

WTVT	**WKY** and **WKY-TV**	**WSFA-TV**
Tampa-St. Petersburg	Oklahoma City	Montgomery

Represented by the Katz Agency



WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

change commercials" as those which are mentioned at the end of a program, designating the alternate week sponsor. Under the revised policy, he said, a mention of the alternate week sponsor may be followed by a competing product, if the latter is the advertiser of the program in the next time period.

The move to revise and clarify CBS-TV's product protection policy, Mr. Hylan said, resulted from "changing sponsorship patterns, the continuing trend toward industrial diversification and the vast expansion in multiple brand advertising."

Product protection, Mr. Hylan emphasized, is not a contractual obligation but has been and will continue to be a voluntary policy on the part of CBS-TV. The network, he stated, will attempt to "maintain as much separation as feasible between competitive products while maintaining the opportunity for the network to serve advertisers without unreasonable limitations."

Keystone Adds 17 Affiliates

Keystone Broadcasting System Wednesday announced the addition of 17 station affiliates and a new record high of 985 clients for its transcription network service. New outlets, representing 11 states, were reported by Blanche Stein, KBS station relations director, as follows: KLYX Berryville, KELD El Dorado, and KWRF Warren, all Arkansas; WOOO Deland, Fla.; KSIG Crowley and KVPI Ville Platte, both Louisiana; WTTR Westminster, Md.; WCMP Pine City and KFAM St. Cloud, both Minnesota; KUVR Holdrege, Neb.; KWRW Guthrie, Okla.; KLIQ Portland, Ore.; WCLE Cleveland, Tenn.; KAML Kennedy-Karnes City, KTET Livingston and KRAL San Sara, all Texas, and WJMA Orange, Va.

CBS Radio New Business Includes Aero Mayflower, Sterling, Hearst

New business totaling $600,000-plus was signed last week by CBS Radio, according to John Karol, vice president in charge of network sales. Big buyer of the week was Aero Mayflower Transit Co. Indianapolis, which signed for two five-minute evening news strips, Monday-through-Friday starting Sept. 16 for 52 weeks through Caldwell, Larkin & Sidener-Van Riper, Indianapolis.

Sterling Drug Inc., through Dancer-Fitzgerald-Sample, New York, bought one weekly "impact" segment for 39 weeks starting Oct. 6 and Hearst Publications (*Good Housekeeping*) signed for 10 seven-and-one-half minute segments of daytime dramatic series, Sept. 19-23, through Grey Adv., New York. Pure Oil Co. bought live coverage of yesterday's (Sunday) "Sports Car 500" racing event from Elkhart Lake, Wis., placed through Leo Burnett Co. Chicago.

THE TELEGRAM read: "Two refined young ladies will parade in their rain barrels this morning between 10-11 o'clock in front of your building." Advertising executives in New York and Chicago got the full impact of the message on Sept. 3 when two girls (of a team of models) did just that. Parading to attract attention to American Broadcasting Network's new *Herb Oscar Anderson Show* (Mon.-Fri. 10-11 a.m. CDT), the models wore wooden barrels inscribed "We've Got Nothing On but the Herb Oscar Anderson Show." Teams carried a portable radio tuned to the program's premiere. The stunt, covering all major agencies in both cities, according to ABN, listed through the hour of the first broadcast. Taking part in one of the exposures are (above, l to r), models Bonnie Jones and Rickie Layne; Miles Sherman, account executive at BBDO, N. Y., and Thomas C. Harrison, ABN sales vice president.

Let these network leaders help you sell local time during U. S. Steel's Christmas Appliance Promotion

OPERATION SNOWFLAKE

"Make It a White Christmas—Give Her a Major Appliance," the theme of U. S. Steel's Christmas Appliance Promotion, will rocket out to every corner of the land on the United States Steel Hour . . . and on top-rated network radio shows.

But it takes a 1-2-3 punch to sell in today's competitive appliance market. And the *3*—the pay-off—comes *locally*, when appliance retailers tie-in to this promotion . . . when they use their own local radio spots and programs to sell the public their own store, their own brands. That's where Operation Snowflake pays off for you.

Is the selling effort worthwhile? Let's look at last year's results . . .

19,246 SPOTS

During the "Snowflake" promotion in 1956, 1,588 radio stations requested special "Snowflake" time-selling kits. 213 of these stations reported that they sold 19,246 one-minute spots . . . PLUS 326 special programs to tie-in advertisers. This is $61,500 worth of time on just 213 stations.

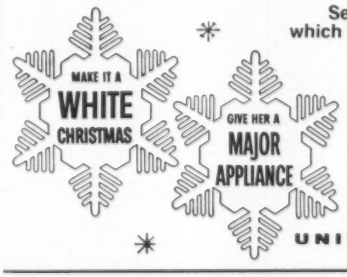
This year the opportunity is even bigger. The promotion is bigger. More retailers are expected to tie-in. And 28,000 tied-in last year! Along with 175 banks, 310 utilities, and 12 trade associations. Each one is a potential radio advertiser. How many are there in your market?

MAKE IT WORK FOR YOU

U. S. Steel helps you to sell time. U. S. Steel, in direct mail and in trade advertising, urges retailers, banks, utilities, appliance manufacturers, and trade associations to tie-in ON RADIO! U. S. Steel supplies you with the material you need to follow up and clinch the sales!

The "Snowflake" radio kit is yours free. Start selling now. Be ready when the promotion gets under way November 18. Send the coupon for your kit today!

FREE TIME-SELLING KIT



Send me the Free "Snowflake" Kit which contains exclusive "Snowflake" musical commercials and spot announcements.

Mr. Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

BT-9-9-7

Name .....
Station .....
Address .....
City .....
State .....

UNITED STATES STEEL • PITTSBURGH 30, PENNSYLVANIA

USS TRADE MARK

FCC CLEARS QUAD-CITY TV SNARL

- **Upper N. Y. State area gets ch. 13 from Utica**
- **Chs. 6, 10—originally assigned there—kept intact**

In its first meeting following the August recess, the FCC Thursday settled the Albany-Schenectady-Troy-Vail Mills, N. Y., allocations picture by leaving chs. 6 and 10 assigned there and shifting ch. 13 from Utica-Rome, N. Y., to that area. In the same decision the FCC:

Substituted ch. 2 for ch. 13 (WKTV [TV]) in Utica-Rome, effective Oct. 9, and modified WKTV's license to specify ch. 2.

Gave ch. 41 WCDA (TV) Albany temporary authority to operate on ch. 10 in Vail Mills.

Authorized WTRI (TV) Albany to operate temporary on ch. 13 instead of its present assignment on ch. 35.

Invited comments by Oct. 10 on proposals to assign a third vhf channel to Providence, R. I., by shifting ch. 12 there to New Haven and Portland, Me., and adding chs. 6 and 13 from those cities.

The Commission's action puts an end to a controversy which has been raging since last February, when the quad-cities area temporarily was made all uhf by deleting chs. 6 and 10 [B•T, March 4]. Ch. 6, now held by General Electric's WRGB (TV), first was reallocated to Syracuse and later rule-making would have assigned the channel to New Haven, Conn., as one of several channel shifts involving several cities.

Both GE and WCDA vigorously opposed the deletion of the two vhf channels from the quad-cities. A pioneer in tv development, GE began operating a station in its home city of Schenectady in 1939. WRGB was commercially authorized on ch. 6 in 1947. Ch. 10 originally was allocated to Vail Mills in November 1955 at the request of WCDA.

WTRI and WCDA were authorized to broadcast on the vhf channels pursuant to data furnished in response to show cause orders and the FCC emphasized that both authorizations will expire automatically upon commencement of regular operations by applicants given regular grants of the channels.

Comr. Robert T. Bartley voted against the Commission's action. The newest commissioner, Frederick W. Ford, is vacationing and did not participate in the Thursday meeting. In addition to WCDA, WRGB and WTRI, all on the air, also assigned to the quad cities area are ch. 23 WPTR-TV and educational ch. 46 WQTV (TV), both dark.

Original deadline for comments on the proposed reassignments in the Providence area was last April [B•T, May 6], but the FCC extended the filing period until after action had been taken on WRGB's petition for reconsideration of the reallocation of ch. 6. WPRO-TV Providence presently is assigned ch. 12; WNHC-TV New Haven holds ch. 8, and WGAN-TV Portland operates on ch. 13. All were directed to show cause why their licenses should not be modified to specify operation on chs. 8 or 13 (WPRO-TV), ch. 12 (WNHC-TV) and ch. 13 (WGAN-TV).

Also affected if the proposed shifts are made, would be unclaimed educational ch. 12 in Orono, Me. The Commission proposes to change this assignment to ch. 11. In addition to WPRO-TV, Providence currently is assigned ch. 10 (WJAR-TV) and ch. 16 (dark WNET [TV]); New Haven has chs. 8 and 59 (dark WELI-TV), while Portland is assigned chs. 13 and 6 (WCSH-TV).

FCC Makes Six Am Grants, Awards Two Tv Translators

The FCC en banc—Comrs. Doerfer (chairman), Hyde, Bartley, Mack and Craven present—last week granted six am stations construction permits.

Roger S. Underhill, Tawas City-East Tawas, Mich., was granted a new am outlet on 1480 kc, 1 kw day.

Millington Broadcasting Co., Millington, Tenn., was granted a new am station on 1220 kc, 250 w, day. Millington Broadcasting is owned by Earl Daly, who also owns KTML Marked Tree, Ark.

Better Radio Stations Co., Tuscaloosa, Ala., was granted 790 kc, 500 w, day.

R. L. McAlister, Borger, Tex., was granted 1600 kc, 500 w, day; Mr. McAlister is a former employe of KCUL Fort Worth.

Radio Actives Coeur d'Alene, Idaho, was granted 1050 kc, 250 w, day; this firm is owned by Robert L. Swartz and Arthur R. MacKelvie, who also own KZUN Opportunity, Wash.

Toledo Broadcasters, Toledo, Ore., was granted 1230 kc 250 w, unlimited.

The Commission also granted the applications of Grande Ronde Television Assn. Inc., La Grande, Ore., for a new tv translator station on ch. 76 to translate programs of KXLY-TV Spokane, Wash., and Jefferson County Tele. Inc. Madras, Ore., for a new tv translator station on ch. 71 to translate programs of KGW-TV Portland.

Warson Signs Consent Order With FTC on Ads for Capsules

Warson Products Corp. (Warsene capsules), St. Louis, and the Federal Trade Commission have signed a consent order prohibiting the firm from claiming its capsules are an effective treatment for pains of arthritis and rheumatism.

In a complaint filed Jan. 18, the FTC had charged that Warsene capsules advertised on radio, tv and in newspapers, give only temporary relief of such pains. The consent order further forbids Warson to claim the capsules contain any analgesic ingredient other than salicylamide or that they are made like a doctor's prescription or that they are new or substantially different from other commonly-used analgesics. The agreement is not an admission by Warson that it has violated the law.

radio tempo
reaches the "city on wheels."
A program with music;
news-while-it-happens; weather
and freeway information.
Los Angeles moves—at home and
on the road—listening to
KFWB...the station geared to the
tempo of the times.

KFWB
the personality station 980
National Representatives: Branham Co.; McGavren-Quinn, San Francisco
Robert M. Purcell, President and General Manager.
5000 Watts day and night...clear regional channel.

FIELDS OF COTTON present a breath-taking sight throughout Georgia's rich farm belt where other crops and livestock also add to the state's $600-million farm income. Also famous on the Georgia scene is WAGA-TV, the state's leading television station. Top CBS-TV and local programming, tallest tower and maximum power make WAGA-TV your best television buy in the Southeast's No. 1 market.

CHANNEL 5 ATLANTA
waga·tv
CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

DOMINANCE

There are all kinds, but when it comes to **sales dominance** in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference...

In fact, more advertisers each year bank on KTTV's **sales dominance** to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

*BAR
Los Angeles Television Report
May 17, 1957

Curtis Asks Hearings On Wired Tv Control

Sen. Carl T. Curtis (R-Neb.), at the last session of the Senate (Aug. 30) before sine die adjournment, called on Congress to hold hearings to decide if wired television should be regulated by Congress or the FCC.

Sen. Curtis said that he had studied "with considerable interest" Sen. Charles Potter's (R-Mich.) remarks opposing pay tv [B•T, Aug. 26] and that "another problem now appears on the horizon, equally serious and important, equally deserving of serious Congressional consideration. That is the matter of wire television. I am informed that wire television is about to come into being without so much as one iota of control by the FCC. There simply is no jurisdiction by which the FCC can regulate this medium."

[For a report on the nation's first wired tv system, which went into operation last week in Bartlesville, Okla., see page 31.]

The FCC's lack of jurisdiction over wired tv raises several questions, Sen. Curtis stated. "Should wire television be regulated, and, if so, to what extent? A second question is whether broadcasters should be permitted in the field of wire television. Clearly, legislative hearings should be held.

"I do not favor pay television," Sen. Curtis said in making known his position regarding the matter. "I commend the senator from Michigan for his forthright statements . . . and I agree wholeheartedly with his observations." [Sen. Potter maintained that tv set owners were "virtually promised" free tv by Congress; that pay tv could develop into a "monopolistic practice"; that a toll tv test would be unwise, and that Congress should be working toward "untangling the current allocations problems," rather than spending "further public funds on seeking a method by which we can limit free tv."]

Like many of his colleagues in both the Senate and House, Sen. Curtis cautioned the FCC not to take action on toll tv "without Congressional authorization. I believe it absolutely essential that the FCC make no decision until Congress has had an opportunity to thoroughly and carefully consider proposed legislation, and until the American public, through their elected representatives, have had a chance to voice their opinions."

As had been reported unofficially earlier [CLOSED CIRCUIT, Aug. 26], Sen. Curtis stated that he had been "informed that some senators have had informal assurances from the FCC that no action will be taken without Congressional authorization."

"Television has long been regarded as a national medium—a public property that belongs to no group or individual. If this property is to be pre-empted, the consent of those most affected should be sought. The decision should be that which will best serve the public interest."

If the FCC should ignore "admonitions against ill-advised action [which] have been voiced repeatedly" and authorize a pilot test of pay tv, "it should be made abundantly clear" that such a test "provides no foot in the door" for pay tv advocates, Sen. Curtis said.

LATE START

The nation's lawmakers will have an extra four days for their New Year's holiday before reporting back to Washington next January for the second session of the 85th Congress. President Eisenhower last week signed a special congressional resolution authorizing Congress to convene at noon on Tuesday, Jan. 7.

Normally, Congress meets on the third day of the new year. Jan. 3 falls on a Friday next year, hence the special law authorizing a four-day delay.

Congress Must Cope With Pay Tv, AMVETS' Resolution Asserts

AMVETS (American Veterans of World War II and Korea) in a double-barreled resolution on pay television has asked the FCC to return the issue to Congress and requested that Congress pass no legislation to change the fundamental system of broadcasting in the U. S. The Veterans of Foreign Wars passed a similar resolution at its 1957 national encampment [B•T, Sept. 2].

Meeting last month at AMVETS' 13th annual national convention in Boston delegates approved a resolution stating that "this entire issue is one of broad policy over which the FCC has doubtful legal authority. It is a question for Congressional consideration only, even if it be for so-called 'tests.' "

Dominick L. Strada, national commander of AMVETS, said pay tv "could black out many of the free programs now seen by veterans at Veterans Administration hospitals. We have no enforceable or legal assurances from the promoters of pay television that the free shows they now see would be continued without charge."

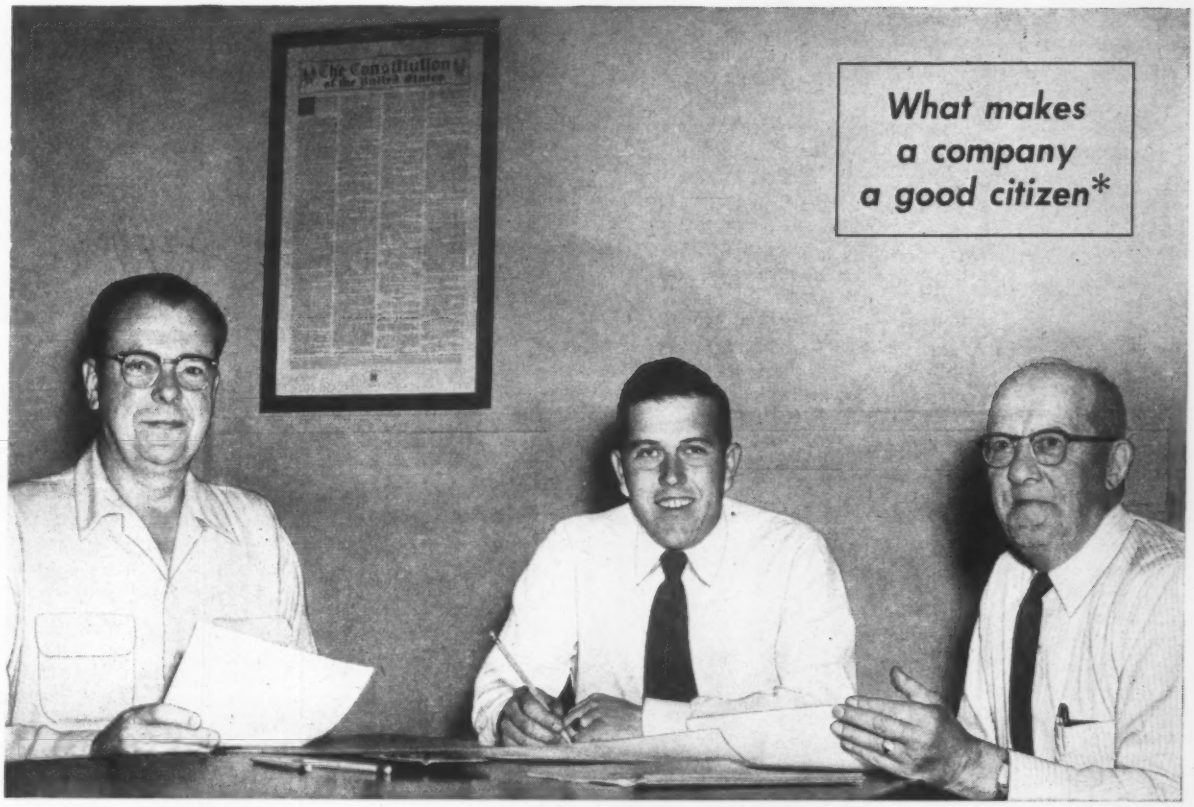
"Once pay tv is initiated, the major advertisers who now pay for the free tv entertainment given the American public will withdraw their support from tv as an advertising medium, since they will be unable to successfully advertise their products to large numbers of people in the better evening hours," the resolution said. Without advertising revenue, it continued, public service shows, news, charity, public affairs, armed forces, government and veterans' programs also would disappear.

The veterans suggested that pay tv proponents use private leased wires to test their proposed system "without pre-empting public owned facilities."

Poller Makes New Pitch For Milwaukee Uhf Pay Tv

In letters last week to FCC Chairman John C. Doerfer and the other six commissioners, Lou Poller, owner of dark ch. 25 WCAN-TV Milwaukee, made a new pitch for authorization of partial pay tv as proposed by his Television Exhibitors of America Inc.

Mr. Poller said if the Commission approves his applications for pay tv in Milwaukee, it will save the public "indirectly,



City business of Harbor Springs, Michigan, is under discussion. The city officials pictured above are (l. to r.) City Manager A. C. Wager, Donald D. Jardine, mayor pro tem., who also is a Standard Oil dealer, and R. J. Hilderbrant, city clerk.

The mayor leads a double life!

Donald D. Jardine of Harbor Springs, Michigan, has led a constructive "double life" for years. He has served as a Boy Scout leader, as a special policeman for civil defense or other emergency, as an officer of a community improvement association and as a member of the Harbor Springs City Council. Today, as mayor pro tem., he devotes every hour that can be spared from his family and his business to conscientious conduct of Harbor Springs' affairs.

And, during the same years, Donald Jardine has been building a successful business. Five years ago he borrowed the money to acquire his own independent business, a Standard Oil service station. Now, his debt repaid, he has one of the finest and most successful service stations in this part of the country. He found something he liked, and he found success by staying with it!

Donald Jardine is one of many Standard dealers throughout Mid-America who lead "double lives," lives of service to the motoring public and to their communities.

We're proud of the fact that thousands of Standard's own employees, too, give freely of their time and talent to civic and human welfare activities. All over this part of the country you'll find our agents, chemists, salesmen, engineers, accountants, refinery people and others active in church, school, 4-H, FFA, Boy Scout, and other jobs done by good citizens.

*** What makes a company a good citizen?**

Responsible companies, like responsible people, contribute to the security, the economic health, and the general well-being of the communities in which they live and work.

Clayton A. Johnson, second from left, is shown presiding at a meeting of the school board in Bancroft, Michigan. President of the board, he also is active in other community affairs. He believes it is his duty as a citizen to serve in community projects. Mr. Johnson is a Standard Oil agent.

Richard L. Browne, in white helmet, is chief of the volunteer fire department in St. Charles, Michigan. He has served as a volunteer for ten years and has been chief for three years. Why? Because he likes to serve the people of his community both on and off the job. He is a Standard Oil dealer.

STANDARD OIL COMPANY (INDIANA) STANDARD

NOW IN THE MAIL

1957-58 TELECASTING YEARBOOK-MARKETBOOK

The initial distribution of television's one-book reference library is underway. Subscription copies are being mailed in heavy kraft envelopes—addressed from the same mailing plate that carries your weekly B•T.

This 445-page issue contains a vast collection of useful data about the business of tv—complete directories of stations and personnel; market data; basic statistical information about national, spot and network tv—available in no other single source; directories of services, agencies and accounts; governmental information—a veritable index to everything in television. A limited number of copies will be available at $3.00 each. B•T Circulation Department, 1735 DeSales Street, Washington 6, D. C.

the expense of $10 to $20 million necessary to wire Milwaukee for closed-circuit tv . . . under the authorized regulation of a government agency." He has asked the FCC to authorize pay tv 25% of the time on WCAN-TV and an unnamed uhf in Chicago.

"The facilities requested are the same as some 2,000 other channels lying dormant and approaching obsolescence rapidly, namely uhf," he wrote the Commission. He pointed up the high costs of wiring cities for closed-circuit tv and the fact that the FCC has no control over the type of programming these facilities would offer. Mr. Poller warned that "opponents of subscription television now find themselves with a threat to their very existence by a service more costly to the public [wired tv], with responsibility to no one. . . ."

Sen. Jackson Says Criticism Of Secrecy Bill 'Unwarranted'

Sen. Henry M. Jackson (D-Wash.) last week said concern shown by some editors and journalistic groups over his bill (S 2461) making it a criminal offense to prematurely disclose how members of government agencies have voted is "unwarranted."

In reply to protests that the measure might increase secrecy in the government, Sen. Jackson said it is not designed to restrict the publication of decisions of federal regulatory agencies. But, he said, a distinction must be drawn "between the decision itself (and the reasons therefore) and the decision making process.

"Between the time that public hearings are held on a specific case and the release of a final decision, the agency members and their staffs engage in considerable intra-office deliberation. Much of the information derived from the decision-making process has not proper place in the public domain. . . ."

Sen. Jackson's office said Thursday the bill "certainly is not intended to restrict legitimate functions of the press."

Among those writing Sen. Jackson concerning the bill have been John T. Norman, chief of the Fairchild Publications Washington bureau; E. S. Pulliam Jr., managing editor of the *Indianapolis News*, and V. M. Newton Jr., on behalf of the National Freedom of Information Committee of Sigma Delta Chi. Mr. Newton charged such regulations "not only constitute censorship in its worst form, but they utterly destroy the restraint of public opinion upon the actions of the public servants of American people."

Charlotte Ch. 9 Grant Appealed

Piedmont Electronics & Fixture Corp., losing applicant for ch. 9 in Charlotte, N. C., last week asked the U. S. Court of Appeals in Washington to set aside the FCC's grant of that channel to WSOC Charlotte.

The appellant, which was favored in an August 1955 initial decision, listed 17 different grounds on which it alleges the Commission erred in the Dec. 13, 1956, grant to WSOC [B•T, Dec. 17, 1956]. A Piedmont petition for rehearing was denied Aug. 1 by the FCC. A third applicant for the channel was Carolina's Tv Corp. WSOC-TV went on the air last April and is affiliated with ABC and NBC.

$212,500 WTMV Purchase Among Approvals by FCC

Sales approved by the FCC last week were topped by the $212,500 purchase of WTMV East St. Louis, Ill., from Curtis Radio Casting Corp. (WGBF Evansville, Ind.) by Robert W. Day (90%), New York radio and advertising executive, and Donald H. Richardson (10%) [B•T, Aug. 19]. The 20-year-old outlet is on 1490 kc with 250 w.

The sale of WXRA-WXRC-FM Buffalo, N. Y. (1080 kc, 1 kw; 103.3 mc), by Thaddeus Podbieliak to John W. Kluge for $150,000 also was approved. Mr. Kluge's other broadcasting properties are KNOK Fort Worth, WGAY Silver Spring, Md., WILY Pittsburgh, Pa., WKDA Nashville, Tenn., KXLW Clayton, Mo., KOME Tulsa, and WLOF-TV Orlando, Fla.

James Sawyer (40%) became 100% owner of WABR Winter Park, Fla. (1440 kc, 1 kw), with FCC approval of his purchase of 60% of the station from Ray H. Gunckel Jr. for $126,500. Mr. Gunckel recently bought WTMC Ocala, Fla., for $150,000 [B•T, Aug. 26].

W. Paul Oury's sale of WWRI West Warwick, R. I. (1450 kc, 250 w), his sole broadcasting property, to Grelin Broadcasting Co. for $108,750 was approved. Grelin principals include Melvin C. Green, 31%; Lester W. Lindow, 31%; Martin Beck, 12%, and others. Mr. Green is an officer of Twin State Broadcasting Inc. (Time Inc. subsidiary), which operates WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Consolidated Television & Radio Broadcasters Inc. (Bitner stations). Mr. Lindow is on leave of absence as vice president-general manager of WFDF Flint, Mich. He is now executive director of the Assn. of Maximum Service Telecasters. Mr. Beck is a radio account executive with the Katz Agency, New York. The sales agreement includes a $10,000 consultant's fee for Mr. Oury, running for two years.

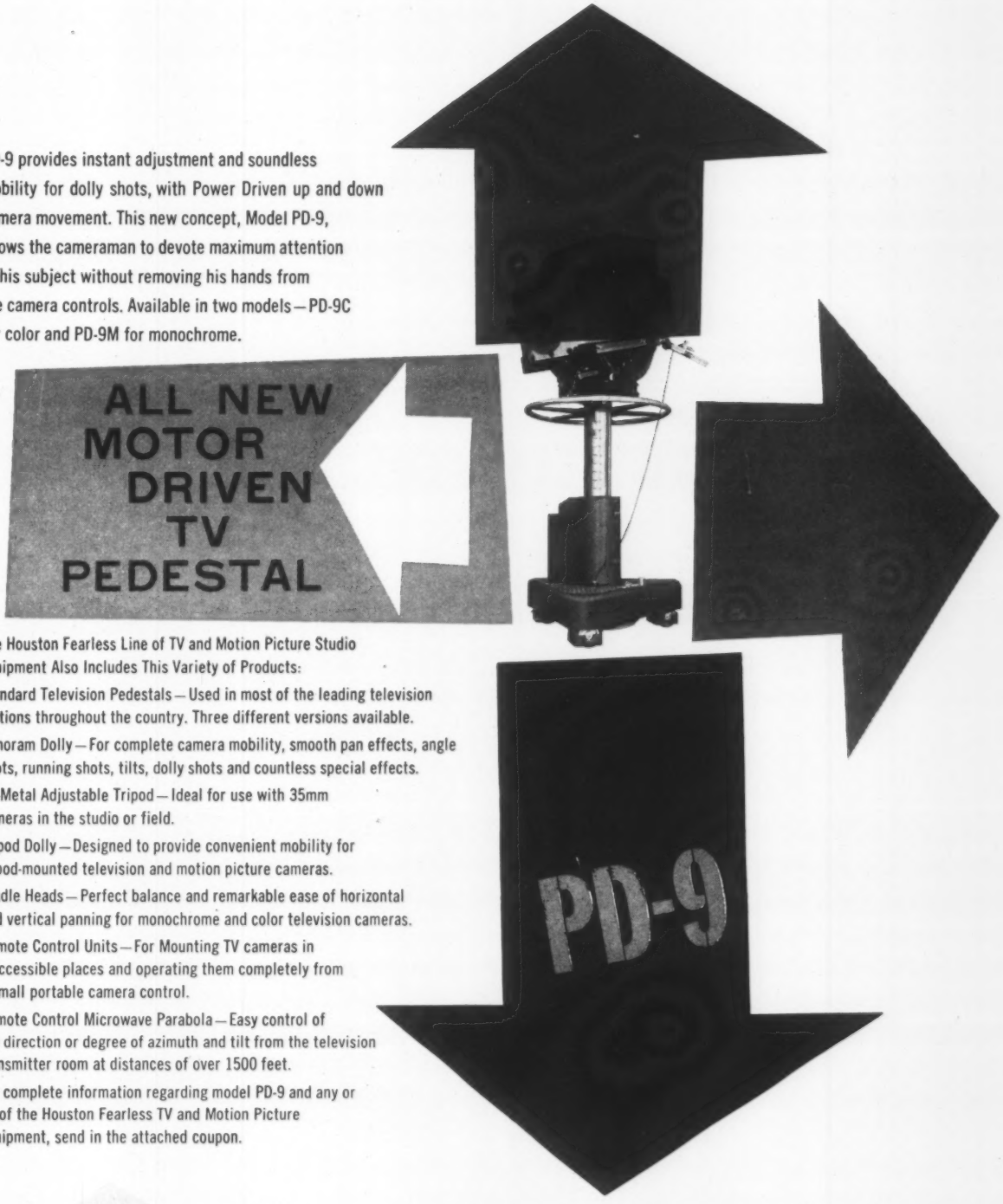
The sale of KRIG Odessa, Tex. (1410 kc, 1 kw), the only broadcast interest of Oil Center Broadcasting Co., to Carl S. Goodwin Jr. and Houston Broadcasting Corp. (KXYZ) for $100,000 received approval.

Democrat Printing Co. received approval to sell KSEO Durant, Okla. (750 kc, 250 w), to Durant Publishing-Broadcasting Co. for $60,000.

The Commission also permitted Nicholas and Victor J. Tedesco to transfer 74% of the stock of WCOW Sparta, Wisc. (1290 kc, 1 kw), to minority stockholders Zel and Vena H. Rose for $56,400. Included in the remaining Tedesco broadcasting properties are KDUZ Hutchinson, KBMO Benson, WISK St. Paul and KCUE Red Wing, all Minn.

KTRB-TV Modesto, Calif., ch. 14, was authorized to assign its construction permit to KJEO (TV) Fresno, ch. 47, for $5,000, covering past expenses. The station will be operated as a satellite of KJEO.

PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.



The Houston Fearless Line of TV and Motion Picture Studio Equipment Also Includes This Variety of Products:

Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.

Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.

All-Metal Adjustable Tripod—Ideal for use with 35mm cameras in the studio or field.

Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.

Cradle Heads—Perfect balance and remarkable ease of horizontal and vertical panning for monochrome and color television cameras.

Remote Control Units—For Mounting TV cameras in inaccessible places and operating them completely from a small portable camera control.

Remote Control Microwave Parabola—Easy control of the direction or degree of azimuth and tilt from the television transmitter room at distances of over 1500 feet.

For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.

HOUSTON FEARLESS Dept. BT-9
11801 W. Olympic Blvd. Los Angeles 64, Calif.

Please send me complete information on:

- ☐ PD-9 TV Pedestal
- ☐ Standard Pedestals
- ☐ Panoram Dolly
- ☐ All-Metal Tripod
- ☐ Cradle Heads
- ☐ Remote Control Units
- ☐ Remote Control Microwave Parabola
- ☐ Tripod Dolly

Name _____

Company _____

Position _____

Address _____

City _____ Zone ____ State _____

WICU (TV) Erie Plans Full Power From New Site Before Year End

Ch. 12 WICU (TV) Erie, Pa., which June 28 received FCC authorization to move its transmitter to a point 5.6 miles southeast of Erie and increase its power to 316 kw, last week announced the new facilities would be in operation by Dec. 27 at a cost of over $500,000.

Following a protest by ch. 35 WSEE (TV) Erie, the Commission two weeks ago scheduled the WICU move and power increase for an evidentiary hearing, but at the same time refused to stay the effective date of its decision granting the modifications pending outcome of the hearing. In its news story reporting this Commission action, B•T erroneously reported that the FCC had stayed the effective date at the time it ordered the hearing. B•T regrets the error.

In denying WSEE's request for a stay, a Commission board composed of Comrs. Robert E. Lee and Richard A. Mack said that "we are of the view that there is a definite and compelling need for the improved service proposed by Dispatch [WICU] under its higher powered facilities. . . . WICU will bring the first television service (Grade B) of any kind to a substantial number of people. . . . In addition, still other areas will receive a choice of services for the first time. Accordingly, it appears that the proposed operation will fulfill a significant need. . . ."

As an alternative to postponement of the WICU modification, WSEE asked the FCC to condition the grant in such a manner as to stay construction pending a decision in the rulemaking proceedings to shift ch. 12 from Erie to Cleveland or Akron-Cleveland. This the Commission also denied on the grounds the rulemaking proceeding "presents wholly separate and different issues."

Two final comments on the proposal to shift ch. 12 were received by the Commission last week. Now dark ch. 16 WENS (TV) Pittsburgh favored the reassignment, while WSTV Inc., permittee of ch. 12 WBOY-TV Clarksburg, W. Va., filed an opposition. Other interested parties who filed comments were split 4-4 on the question [AT DEADLINE, Sept. 2].

Hudson Valley Broadcasting Co. Buys KOVR (TV) for $3.5 Million

H. L. Hoffman and Terry H. Lee last week sought FCC permission to transfer control of their sole broadcasting property, KOVR (TV) Stockton, Calif., to Hudson Valley Broadcasting Co. for $3.5 million.

Owners of Hudson Valley Broadcasting include news commentator Lowell J. Thomas, 21.11%; Frank M. Smith, 16.87%; Alger B. Chapman, 7.95%; John P. McGrath, 7.21% and others. Messrs. Thomas, Smith and associates also own WTVD (TV) Durham, N. C.; WROW-WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y., and WCDC (TV) Adams, Mass. WCDB and WCDC are satellites of WCDA. In addition, Mr. Smith owns 33⅓% of ch. 40 WCNS (TV) Baton Rouge, La.

ABC-affiliated KOVR, on ch. 13, listed total assets of $1,648,962 as of June 30, and a net loss of $94,781 for the three months ending March 31.

FCC Allows Gila Withdrawal

The FCC last week allowed Gila Broadcasting Co., Globe, Ariz., to withdraw its application for ch. 34 there because Gila said, "There is no possibility . . . to successfully operate a local commercial tv station" in competition with nearby translators.

Community Tv Project, a non-profit group at Globe, had complained to the Commission that Gila was "only a *de facto* corporation" set up as a "subterfuge" to keep the translators out of the area. Gila denied this, citing its operation of KWJB there.

Ruling Affirms WKYV Grant

FCC Hearing Examiner Charles J. Frederick has issued an initial decision denying the protest of WHLN Harlan, Ky., and affirming the Commission's grant last February to Tri-State Radio Corp. for a new am (WKYV) in Loyall, Ky. [B•T, Feb. 25].

Mr. Frederick ruled the protestant (WHLN) had not proved its charges, that Tri-State was unqualified financially and its proposed programming not in the public interest. The examiner found the grantee to be financially sound and its proposed programming within the Commission's rules.

The Loyall station operates on 1050 kc, 250 w daytime.

Kobak Group Applies to FCC For Ch. 2 in Terre Haute

A group including Edgar Kobak, a former president of MBS, and Truth Publishing Co., last week asked the FCC for ch. 2 in Terre Haute, Ind.

The applicant wants 50 kw power and antenna 970 ft. above average terrain, estimating construction costs at $458,849 with $600,000 for first year operation.

The group has formed Illiana Telecasting Corp., owned by Truth Publishing, 10.71%; Mr. Kobak, George Nichols, Walter R. Beardsley, Robert H. Smith and Albert G. Wade II, each 8.57%; and others.

Truth Publishing is the licensee of WSJV (TV) Elkhart, Ind., and owns 60% of WKJG-AM-TV Fort Wayne, Ind. Mr. Kobak holds less than 1% interest in WTWA Thomson, Ga. Mr. Beardsley owns 25% of WKJG-AM-TV plus interests in WTRC-AM-FM and WSJV, both Elkhart, Ind. Mr. Wade owns 15% of WKJG-AM-TV and Messrs. Nichols and Smith have various business interests.

WTHI-TV Terre Haute (ch. 10) also has applied for ch. 2 there.

FCC Acts to Confirm 1953 Grant Of Ch. 10 to WHEC-TV, WVET-TV

The FCC last week instructed its staff to prepare a document affirming the Commission's March 1953 grant of ch. 10 Rochester, N. Y., to sharetime stations WHEC-TV and WVET-TV and denying a protest filed by WSAY Rochester. Both stations presently are on the air, sharing ch. 10 on a pre-arranged basis.

In other orders, the Commission instructed its staff to prepare decisions:

Denying petition for rehearing filed by WOBS Jacksonville, Fla., of Feb. 27 grant of new am (620 kc, 24 kw daytime) in Jacksonville to Brennan Broadcasting Co. Brennan's request for nighttime operation was retained in hearing status.

Denying application of Northern Indiana Broadcasters Inc. for a new am (1240 kc, 250 w) in South Bend, Ind.

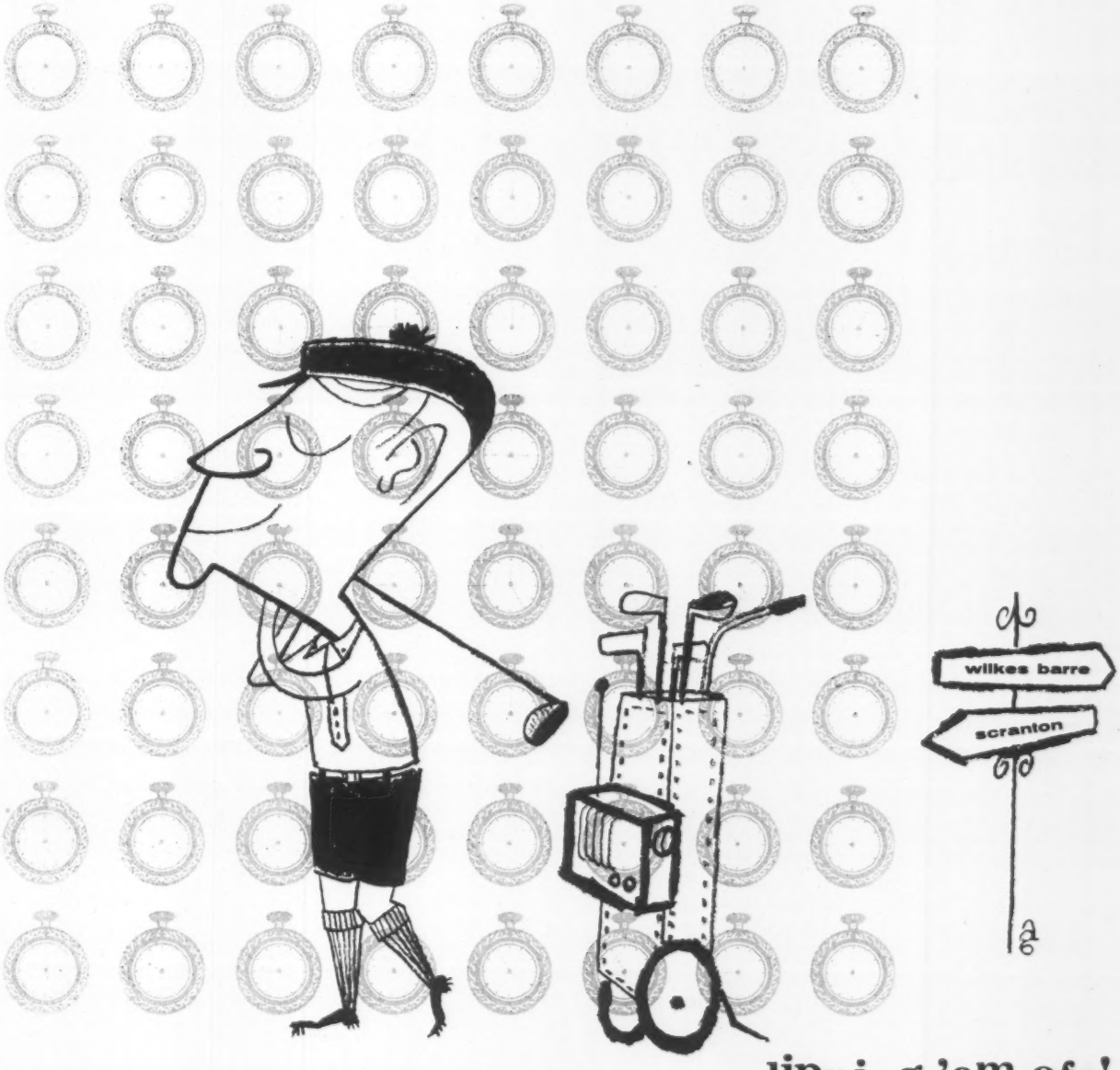
Denying petition by Mercer Broadcasting Co. for reconsideration of May 8 grant of a new am (1490 kc, 250 w) in Levittown-Fairless Hills, Pa., to Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury.

WNDR's Kyle Fights 'Combines'

Arthur C. Kyle, president and director of WNDR Syracuse, N. Y., has written various members of Congress protesting "how unfair the combined operations of a newspaper and a radio station is to the other radio stations in the area."

Touching on what he describes as advertising advantages for such combines, he called on Congress to impose "some governmental supervision or limitation." He said some newspaper-radio stations are run contrary to existing antitrust laws.

He cited various examples and stated, "In some cases the cost of free advertising given a radio station associated with a newspaper is in excess of the gross revenue of a competing station."



clipping 'em off!

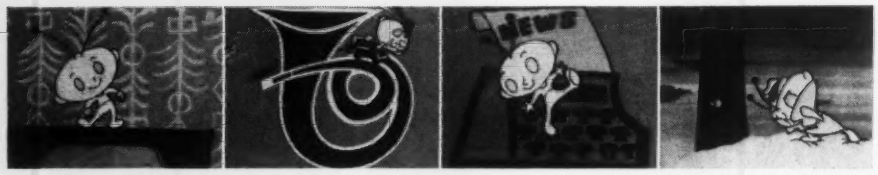
Quarter-hour after quarter-hour,
with championship consistency, WGBI is tops in the
latest Pulse of Scranton-Wilkes-Barre.
In fact, *in all but four* of the 68 quarter-hours
between 7:00 a.m. and midnight, Monday through Friday,
WGBI tops the ratings in *both markets.*

WGBI radio **scranton wilkes barre**

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* • Richard E. Nason, *General Manager*



HERE'S *one way ABC-TV is impressing viewers with the variety of news, entertainment and information television has to offer during the promotion for Television Week which began yesterday (Sunday). In the trailer above, a friendly little cuss named Peter Rabbit Ears (for obvious reasons) greets the audience, introduces himself, and, in the sequences l to r, says:* (A) *"Let's go on a spree through tv land . . .* (B) *"There's fun, music and sports . . .* (C) *news, adventure and special events . . .* (D) *drama and comedy." In a final aside, PRE adds: "Yes sir, it's got everything, this tv!"*

TV WEEK DRAWS ALL-OUT SUPPORT

Three tv networks, all tv stations, Television Bureau of Advertising, NARTB, Electronic Industries Assn. (formerly RETMA) and the electronic manufacturing and distribution industries are combining in promotion of National Television Week. Observance of the week started yesterday (Sunday), highlighted by special network promotion features.

Before the end of the week the industry groups co-sponsoring the observance believe most Americans will have a new awareness of the service that comes out of the $17 billion investment in receivers and service.

FCC Chairman John C. Doerfer congratulated the industry for its accomplishment during the last decade. "It's had to realize that just 10 short years ago there were a bare 16,000 tv receiving sets in the hands of the American public," he recalled. "Today there are 44.5 million and the number grows every day. More than 80% of the public has available the offerings of three or more tv stations. This affords our people the choice of a variety of program fare.

"In most other countries, the people have only one, or at best two program choices. American initiative and free enterprise again have demonstrated they can bring a wealth of information and entertainment to most of our people. This is a record about which the television industry can be justly proud."

ABC-TV prepared an animated film trailer, which was distributed to all its affiliates. Oliver Treyz, ABC-TV vice president, said the trailer was created "to promote the many varied programs provided by television through the medium itself. It has year-around potential and I believe will prove valuable to our stations and the network as a means for television to sell itself." The trailer was prepared by the ABC-TV promotion department.

CBS-TV distributed to affiliates a 20-second film trailer produced in cooperation with Colgate-Palmolive Co., sponsoring *The Millionaire*, and its agency, Ted Bates & Co. Production was in charge of Don Fedderson, producer of the show. The trailer presents Marvin Miller, star of the program, shown in the library of the program's Michael Anthony. The audio copy follows: "Hello. This is Marvin Miller. You know me as Michael Anthony on *The Millionaire*. I'd like to join you now in a salute to National Television Week. We congratulate television on its contributions to the family, the community and the nation. Television is truly a member of the family."

NBC-TV is using Television Week tags on 75 one-minute announcements during the week. Stars of programs are calling attention to the event, with mentions written into scripts.

Networks and stations are basing all types of promotions around the week's theme—"Television, a Member of the Family."

NARTB distributed two 20-second film spots on the American tv system. The first, titled "Memorable Events," consists of news clips showing the coronation of Queen Elizabeth, swearing-in of President Eisenhower, an atom bomb blast, the sinking of the *Andrea Doria* and political conventions. Two reminders are included—"Television brings the news to all America" and "In the land of the free, keep informed by tv."

A second NARTB film spot is titled "Sports Coverage." It includes clips from baseball, football and boxing events, with these reminders—"Great sports coverage for all America" and "In the land of the free, follow sports on tv." Robert Lawrence Productions, New York, produced the spots.

Hundreds of stations were developing their own versions of a "Report to the People" plan suggested by NARTB. These assumed a variety of formats emphasizing television's role in the community.

In Los Angeles, the seven tv stations joined with the city's Electric League in conducting a two-week contest, Sept. 8-21. Scrambled pictures of tv personalities are being broadcast by stations. These are being identified by viewers on entry blanks obtainable only from tv retailers. Correct identification plus brief why-I-like-him messages will win two trips to Europe plus 13 tv sets for runners-up.

One of the livelier kickoffs to Television Week occurred in Austin, Tex., where J. C. Kellam, —KTBC-TV general manager, had proclamations from Gov. Price Daniel and Mayor Tom Miller. The governor's proclamation was made available in film form to all Texas tv stations through Texas Assn. of Broadcasters. A third KTBC-TV event presented Irby Carruth, superintendent of

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

Albuquerque is Booming!

Yes, Albuquerque is booming . . . and KQUE audiences are zooming to new highs. In this "Atomic Energy Empire" they're tuned to 920 for music and news 24 hours daily. News on the hour, local capsules on the half-hour and the controlled-music formula always . . . makes your advertising effective.

ALBUQUERQUE'S ALL DAY, ALL NIGHT MUSIC STATION

MUSIC
5,000 WATTS
KTRI
SIOUX CITY
IOWA

920 KC
KQUE
ALBUQUERQUE, NEW MEXICO

NEWS
540 KC
KEOK
FORT DODGE
SERVING ALL
OF IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

IN PORTLAND, OREGON, **KOIN**
and the Big 5
food chains
MAKE BEAUTIFUL SALES TOGETHER

PORTLAND'S FIVE BIGGEST FOOD CHAINS
(doing over 60% of the total volume)
ARE LONG-TERM ADVERTISERS
ONLY ON **KOIN** RADIO...

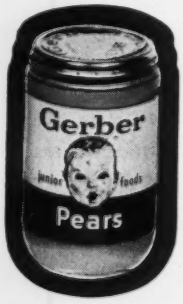
Fred Meyer	23 years
Kienow's	11 years
Piggly Wiggly ...	8 years
Safeway	7 years
Columbia Mkts. ..	7 years

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON
REPRESENTED BY CBS RADIO SPOT SALES

More San Antonio
Mommies and Papas Listen
Daily to KiTE Than To
Any Other Station*
*NCS #2
Call Avery-Knodel, Inc.

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Austin public schools, in an endorsement of the week because of "television's aid and potential use to education."

National Appliance & Radio-Tv Dealers Assn. cooperated with EIA in an extensive promotion coordinated by Daniel J. Edelman & Assoc., public relations firm. Many local civic and religious groups joined in the observance. Theme of the EIA-NARDA phase of the week was "Be a New Tv Family."

Mayor Richard J. Daley of Chicago proclaimed Sept. 8-14 as "National Tv Week" at a meeting with executives of that city's five television stations last Tuesday. Civic, fraternal, religious and social groups join with broadcasters this week in planning special programs saluting tv's contribution to the family, community and nation.

One example on the local level was a pictorial treatment of *Chicago: Boom Town, 1957* in a repeat telecast planned by WGN-TV for Sept. 16. The film originally was shown at the recent Chicago Fair at Navy Pier. The station cited it as an example of how tv can be used by communities to effectively inform and entertain the public. During the week-long observance Chicago stations are using air mentions, window displays, marquee listings and other promotion devices.

NTW headquarters in Chicago announced that over 50 major cities and several smaller communities had enrolled in the coast-to-coast merchandising campaign to boost tv receiver sales.

WKAR-TV Lansing, Mich., Michigan State U. non-commercial station, scheduled special programs every day in the week. These range from a preview of the football season to a discussion of the impact of television on the public. Knapp's department store in Lansing donated a 20-foot window to WKAR-TV for a display. Station staff people were booked at local meetings and luncheons.

RTES Expects Turnout of 500 To Honor FCC Chairman Doerfer

More than 500 members and guests are expected to attend the first fall luncheon meeting of the Radio & Television Executives Society in New York Thursday to honor new FCC Chairman John C. Doerfer. The lunch is to be held in the Grand Ballroom of the Roosevelt Hotel. Mr. Doerfer is to be accompanied by Comrs. Frederick W. Ford, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Richard A. Mack.

The new president of RTES, John C. Daly of ABC, will preside. Head table guests are to include Leonard H. Goldenson, AB-PT; Robert W. Sarnoff, NBC; Frank Stanton, CBS; Bernard Goodwin, DuMont Broadcasting Co.; Wrede Petersmeyer, Corinthian Broadcasting Co.; Harold Krelstein, Plough Broadcasting Co.; Sylvester L. (Pat) Weaver Jr.; W. D. Rogers Jr., Television Bureau of Advertising; Gardner Cowles, publisher of *Look* magazine; Charles B. McCabe, publisher of the *New York Mirror;* Kenyon Brown, Radio Advertising Bureau; Ely Landau, National Telefilm Assoc.; Weston C. Pullen, Time Inc.; Payson Hall, Meredith Pub. Co.

NARTB Specialists Set For Schenectady Meet

A full crew of NARTB staff specialists will conduct a series of specialized workshop and discussion programs at the autumn series of industry regional meetings opening next Monday at Schenectady, N. Y. Twelve executives from Washington headquarters will flank President Harold E. Fellows at the opening meeting as well as at the second session Sept. 19-20 in Cleveland, Ohio.

The specialized sessions will cover such topics as government and public relations, statement management, radio's future, radio news, tv allocations and regulation, the tv code, engineering developments, television selling, public interest activities and the television audit circulation project.

NARTB's headquarters group will include John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Richard M. Allerton, research manager; Edward H. Bronson, tv code director; William Carlisle, station relations manager; Frederick H. Garrigus, organizational services manager; Donald N. Martin, public relations assistant to the president; Charles H. Tower, employer-employee relations manager; A. Prose Walker, engineering manager; William Walker, assistant treasurer; Vincent T. Wasilewski, government relations manager, and Douglas A. Anello, chief attorney, who will be making his first appearance at regional sessions.

A feature of the Schenectady meeting, to be held at the Van Curler Hotel, will be a guided tour of the General Electric research facilities. The visit is scheduled the afternoon of Sept. 17, second day of the meeting. Dr. C. Guy Suits, GE research vice president, will speak at the laboratory on "Research and Free Enterprise." Philip D. Reed, GE board chairman, will address the Sept. 16 luncheon, speaking on "New Frontiers of Business Responsibility."

The basic program scheme (see program summary), consists of two phases —background for decisions, with headquarters specialists covering main industrywide problems, and a summing-up address by

"You must've heard KRIZ Phoenix *advertising baby carriages!"*

President Fellows on the topic, "Time for Decisions."

Guest speakers at the Region 1 (New England, N. Y.) meeting in Schenectady will be Mr. Reed and Gov. W. Averell Harriman of New York. Guests on the Region 4 (Ky. Ohio, Ind., Mich., Ill., Wis.) program at Cleveland will be Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate Commerce Committee, and Ben R. Donaldson, institutional advertising director of Ford Motor Co., whose topic will be "The New American Road."

Separate radio and tv meetings are scheduled the afternoon of the opening day and morning of the second day at all eight regional meetings. A feature of the first afternoon's program will be a roundup discussion of tv allocations, work of the Television Allocations Study Committee, channel assignments and pay television (wired and via airwaves). Handling this discussion will be Messrs. Brown, A. Prose Walker, Wasilewski and Tower.

In an effort to block the normal falling-off in attendance during the final afternoon, the association has programmed features it considers attractive to delegates. The public interest discussion by Mr. Garrigus and a newscast address by a broadcaster will follow the luncheon address and be programmed in the luncheon room. A business session with debate on the proposal to change NARTB's name back to NAB and resolutions will wind up the proceedings except for the GE tour at Schenectady.

SCHENECTADY PROGRAM AGENDA

Two-day meetings will be held by the eight NARTB regions, starting Sept. 16 at Schnectady. The Schenectady agenda sets the pattern for the series except that the luncheon speech by President Harold E. Fellows will be moved if necessary to accommodate a guest speaker.

The Schenectady program follows:

FIRST DAY

Morning—Call to order, Simon Goldman, WJTN Jamestown, N. Y., host director.

"E Pluribus Unum," Thad H. Brown Jr. and John F. Meagher, respective tv and radio vice presidents of NARTB.

"Background for Decisions," Vincent T. Wasilewski, government relations; Donald N. Martin, public relations, and Charles H. Tower, station management (all of NARTB staff).

Luncheon—"New Frontiers of Business Responsibility," Philip D. Reed, chairman of the board, General Electric Co.

Afternoon—Radio Session: Report of radio vice president, Mr. Meagher; Twenty Years of Radio, 1945-65," Mr. Tower; "Our Best Program Idea," program discussion led by Ted Malone; radio newsroom panel discussion; "Radio's Public Relations," Mr. Martin.

Television Session: "Washington, Your Channel and You," Messrs. Brown, A. Prose Walker, Wasilewski and Tower; "Tv Code Problems and Decisions," Edward H. Bronson, NARTB code director; code discussion, showing selected film deletions.

Banquet—Speaker, Gov. W. Averell Harriman of New York.

SECOND DAY

Morning — Radio Session: "Technically Speaking," Mr. Walker, "All Radio Time Is Good Time," panel discussion; "Radio on the Washington Scene," Mr. Wasilewski; question - answer forum.

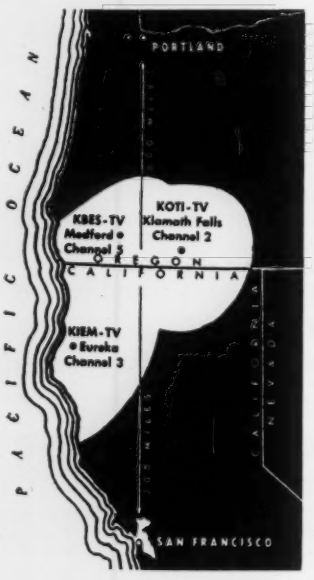
Television Session: "Television Selling and Television Bureau of Advertising," Norman E. Cash, TvB president; "The Audit Tv Circulation Study, Your Decision," Richard M. Allerton, NARTB.

Luncheon—"Time for Decisions," Mr. Fellows.

Afternoon—"Deciding the Public Interest," Frederick H. Garrigus, NARTB; "Behind Closed Doors," Charles Shaw, news director, WCAU-AM-TV Philadelphia; business session, including discussion of proposal to change association name back to NAB. Special Schenectady feature, tour of General Electric Co. research facilities and address by Dr. C. Guy Suits, GE research vice president.

CALIF.-ORE. TV TRIO . . .

the SMULLIN TV stations bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on Channels 2, 3 & 5.



Three Markets—One Billing

KIEM	KBES	KOTI
TV 3—Calif. Eureka	TV 5—Oregon Medford	TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	88,106
Retail Sales	$487,971,000
Consumer Spendable Income	$651,366,000

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Audio Engineering Society Sets Convention Oct. 8-12 in N. Y.

The Audio Engineering Society will hold its ninth annual convention at the New York Trade Show Building, New York, Oct. 8-12, it was announced by the society's executive vice president, Sherman M. Fairchild, president of Fairchild Recording Co., Long Island City.

Sessions of the meeting will cover such things as: studio acoustics and psychoacoustics, audio application problems, tape duplication, magnetic tape devices, stereo problems, and stereo tape standards.

The society's annual banquet on Oct. 10, will feature awards. Included in these are: the John H. Potts Award, for outstanding achievement in audio engineering; the Emile Berliner Award, for outstanding development work in the field, and honorary memberships and fellowships in the society.

Rep. Celler to Address ATAS

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and chairman of the Antitrust Subcommittee which has been investigating the broadcasting industry, is slated to address a luncheon session in New York Sept. 24, sponsored by the Academy of Television Arts and Sciences. His talk before the academy will touch on major aspects of his investigations and also will concern the subject of toll television.

Roberts to NARTB Radio Board

Paul Roberts, new MBS president, has been named to the NARTB Radio Board by President Harold E. Fellows. He succeeds John B. Poor, New York, past president of MBS. Mr. Roberts was station manager of KRKD-FM Los Angeles before assuming the MBS post. He fronted a syndicate that bought the network from RKO Teleradio Pictures [B•T, July 29]. Network members of the Radio and Television Boards of NARTB are appointed by the association's president.

N. C. AP Group Elects Ellis

Phil Ellis, WPTF Raleigh, was elected president of North Carolina Associated Press Broadcasters at the Tuesday meeting, held at Raleigh. He succeeded Ernie Greup, WTVD (TV) Durham. Other officers elected were Hal Stanley, WRRZ Clinton, first vice president; Mrs. Doris Brown, WKBC North Wilkesboro, second vice president, and Paul Hansell, chief of Charlotte AP bureau, re-elected secretary-treasurer. Gov. Luther H. Hodges was banquet speaker. Citations were awarded to member stations for excellence in news broadcasting.

AMST Board Meets in Rye, N. Y.

The board of the Assn. of Maximum Service Telecasters will meet at Westchester Country Club in Rye, N.Y., today (Monday) and tomorrow with a normal business agenda planned. According to Lester W. Lindow, executive director of AMST, there will be discussion of the technical committee's report as well as of the information gathered by technical units out in the field. The technical committee is under the chairmanship of Jack DeWitt, WSM-TV Nashville. Howard Head of A. D. Ring & Assoc. is the consulting engineer in charge of the field units.

Breen Named CCT Vice Chairman

The Committee for Competitive Television, currently conducting a campaign on behalf of legislation to eliminate the federal excise tax from allwave tv sets, has named Edward Breen, KQTV (TV) Fort Dodge, Iowa, as vice chairman. John W. English, WSEE-TV Erie, Pa., is chairman. Wallace M. Bradley, CCT executive director, announced appointment of Phil Dean, of Phil Dean Associates, New York, as public relations counselor.

UPCOMING

September

Sept. 8-14: National Television Week.

Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 11-13: NBC Television Affiliates annual meeting, Waldorf-Astoria, New York.

Sept. 12: Broadcasting Executives Club of New England, University Club, Boston.

Sept. 13-14: Texas Associated Press Broadcasters Assn., San Antonio, Texas.

Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.

Sept. 15-18: Annual convention of the Association Canadienne de la Radio et de la Television de Francaises, Alpine Inn, Ste. Marguerite Station, Quebec.

Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.

Sept. 19-20: Fm Development Assn., board meeting, Ambassador Hotel, Chicago.

Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.

Sept. 21-22: United Press Broadcasters and Telecasters of Missouri, organizational meeting, Hotel Missouri, Jefferson City, Mo.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17 Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20 Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24 Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11 Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15 Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18 Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23 Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25 Peabody Hotel Memphis

The Electronic Yard: where freight trains get off to a fast start

Moving freight cars are weighed, routed, and their speed controlled—electronically. Thus trains are swiftly assembled.

More Railroad Progress like this depends on adequate earnings

Isn't this common sense?

Improvements such as the electronic freight yard cost a lot of money—money which the completely self-sustaining railroads must supply from their earnings. When railroads are able to improve their services, we all benefit. And railroads just aren't earning enough money these days to put into operation all the improvements they have developed, as fast as they would like.

Railroads *could* make enough money to do more of these things, for they are – by far – our most efficient system of mass transportation. But their earning power is hamstrung by outdated government policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced – and the nation loses some of the benefits of railroad progress. In your interest – in the interest of *every* American family – railroads should be given equal opportunity to earn an adequate return on their investment. *Isn't this common sense?*

AMERICA MOVES AHEAD WITH THE RAILROADS

YOUR BASIC TRANSPORTATION

Association of American Railroads, Washington, D. C.

AAP, 3 Unions Agree On 10 Post-'48 Movies

The availability of a group of Warner Brothers feature theatrical films made after Aug. 1, 1948, for showings on television moved closer last week with the conclusion of negotiations between Associated Artists Productions Corp. and three Hollywood-based unions. Screen Actors Guild, Screen Directors Guild and Writers Guild of America have reached an agreement with AAP over payment to the guilds' members in exchange for the release of their tv rights.

Agreements with the writers and directors cover 10 pictures: "The Lady Takes a Sailor," "Always Leave Them Laughing," "Story of Seabiscuit," "Beyond the Forest," "Task Force," "The House Across the Street," "White Heat," "It's a Great Feeling," "Colorado Territory" and "Flamingo Road." Two more pictures, "Chain Lightning" and "Inspector General," also were included in the actors' agreement. It was reported Associated Artists expects to secure the tv rights to these two films but has not yet done so and included them in the SAG agreement to preclude the necessity of a new set of negotiations with that union when and if the rights are obtained. Clearances with the other two guilds would be necessary before these pictures could be used on tv.

Agreements call for payment of $207,000 to the actors for the 12-picture package, at the rate of $17,250 per picture. The directors will receive $87,500 for the 10 pictures covered by the agreement. The writers will get a flat $6,000 against the first $100,000 tv gross of each film, plus 8% of all earnings in excess of that amount. All payments are to be made in 36 monthly installments, beginning Oct. 1, 1957.

To establish the recognition of their interests in the use of their works on pay tv, the writers' agreement stipulates that the tv grosses specified as the basis for payment shall include receipts from all forms of tv, including subscription television. David Stillman, New York counsel for Associated Artists Productions, who represented that organization in the negotiations with the guilds, commented that the agreement with WGA was not intended to set an industry pattern but was a settlement made for the 10 particular pictures involved.

NTFC Meets With Craft Unions

National Television Film Council reported last week it has held a meeting with craft unions associated with the tv film and theatrical film industries to formulate proposals for the current "Keep 'Em in the East" campaign. This project has been spearheaded by the Film Producers Assn. of New York and is designed to encourage increased motion picture production in New York.

NTFC, an organization which embraces tv film distributors, producers and station executives as well as representatives of advertising agencies and laboratories, met Aug. 30 with officials of unions representing cameramen, studio mechanics, laboratories, film editors, directors, carpenters, scenic artists, cosmeticians and hairdressers. NTFC and the unions plan to meet again in mid-September and offer specific proposals.

Loew's Crisis Meeting Delayed

Special meeting of Loew's Inc. stockholders, set for Sept. 12, was postponed last week by Delaware Chancellor Collins J. Seitz until Oct. 15—latest development in the battle for control of the company [B•T, Aug. 12]. The meeting had been called by Joseph R. Vogel, Loew's president, to fill four vacancies on the board and to oust Joseph Tomlinson, a large stockholder, from the board.

Screen Gems Names Fineshriber To Head Overseas Operations

Appointment of William H. Fineshriber Jr. to the newly-created position of director of international operations for Screen Gems Inc., New York, is being announced today (Monday) by John Mitchell, vice president in charge of sales.

Mr. Fineshriber, whose career in broadcasting dates back to 1931, has resigned as vice president for national sales of Television Programs of America. A successor to Mr. Fineshriber at TPA has not been selected, but an announcement is expected to be made shortly, according to TPA spokesman.

In his new post, Mr. Fineshriber will assume overall responsibility for overseas sales of Screen Gems properties. He will have under his jurisdiction SG's sales units in 10 countries in Europe and Latin America. He will headquarter in New York. The creation of the international sales post and the appointment of an experienced executive to the position are said by SG to be evidences of "the increasing importance of overseas sales in tv."

Mr. Fineshriber joined the CBS publicity staff in 1931 and in 1937 was appointed general manager of programming. He served Mutual from 1949 until 1953, leaving as executive vice president to join NBC as vice president and general manager of the radio-tv networks. Mr. Fineshriber was appointed to the TPA staff in January 1956.

FILM SALES

Screen Gems, N. Y., has sold 52 "horror" feature films to WABC-TV New York. Package, which sold "in excess of $750,000," includes several films featuring Boris Karloff, Bela Lugosi, and Lon Chaney and will be featured on *The Night Show*, beginning Sept. 30.

MGM-TV Division of Loew's Inc., which has chalked up sales in excess of $50 million for its features, claims its films now have been sold in 61 tv markets in U. S. Total is presented by Dick Harper, MGM-Tv's general sales manager, who announces new pacts as follows; KSYD-TV Wichita Falls

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

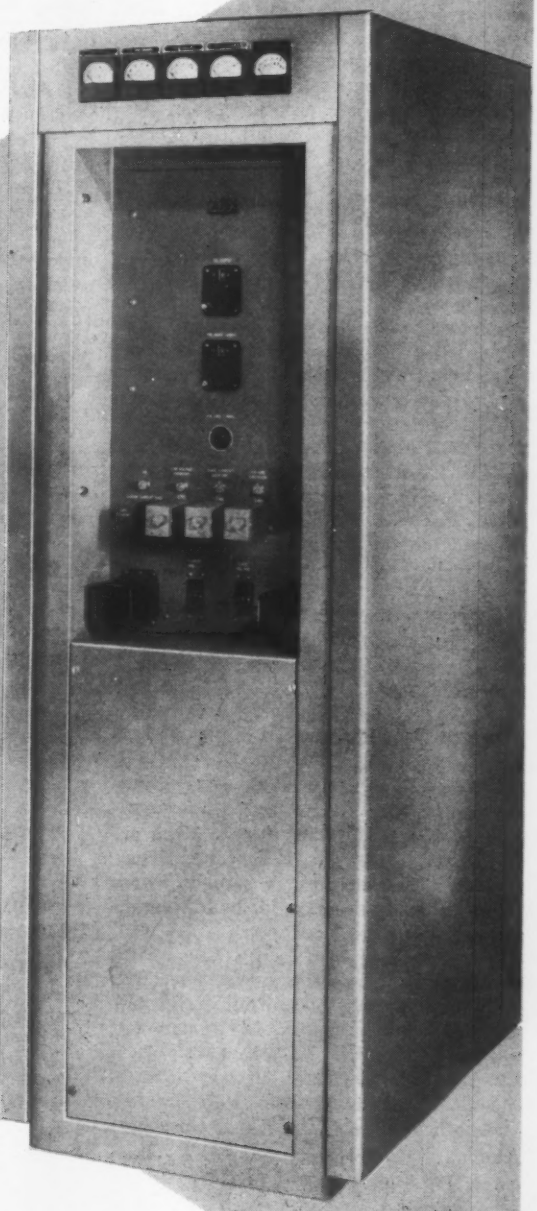
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

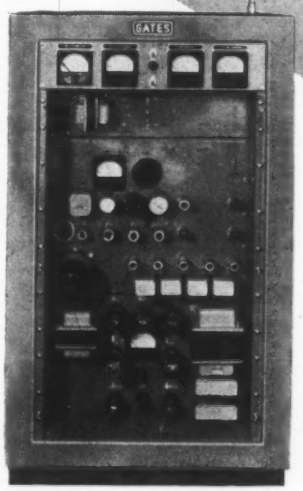
KEEPING FM ALIVE

is a job for a GOOD TRANSMITTER

"Keep alive" — is a modern expression. We at Gates have converted this expression to action in FM. Three new FM transmitters, 250 watts, 1000 watts and 3,000 watts, have been released by Gates in the past two years. These are fine, modern, up-to-date transmitters with modern circuitry and modern low cost tube complement.



Typical is the Gates FMR-250 for 250 watts. A basic model is manufactured for frequencies between 88 and 218 MC. From this basic transmitter comes specific models such as the FMR-250B for 88-108 Mc. broadcasting and several other models in the communications range. Result is progressive, up-to-date equipment at modest cost through standardization. Indeed, research in FM has not experienced a lost weekend at Gates.



BFE-10A transmitter for educational broadcasting. Available in 10 and 50 watt models, meeting all F. C. C. specifications for educational broadcasting. Scores in use by universities across the nation.

GATES

The Mark of Quality

A Gates sales representative will gladly tell you more, or write today — just say, "Modern FM" and we'll say the rest.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

INTERNATIONAL DIV., 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

Tex., and KMJ-TV Fresno, Calif., each have leased the entire library for five years, KKTV (TV) Colorado Springs leased entire library for 6 years, KHQ-TV Spokane, Wash., for 6½ years, WEAR-TV Pensacola, Fla., for 5½ years, and WMBR-TV Jacksonville, Fla., has leased 150 top titles from library for limited number of runs over 3-year period.

CBS Television Film Sales has sold *The Gray Ghosts,* syndicated Civil War film series to total of 90 markets to date, Leslie T. Harris, vice president and general manager announces. Series, based on life and legend of Confederate partisan leader, has added 15 new markets in last two weeks [B•T, Aug. 26].

Ziv Tv Programs believes it has scored all-time high in renewal orders for its syndicated *Highway Patrol* series. M. J. Rifkin, sales vice president, Thursday reported 97% of sponsors who used show last year have renewed for another season. Now in third year, *Highway Patrol* is signed for 211 markets. Among major renewals, P. Ballantine & Sons added Baltimore and Charleston, S. C., to bring its total list to 25 cities. Other major renewals included Kroger Grocery Co. for 13 markets and Lion Oil Co. for nine southern markets. Ballantine agency is William Esty Co.; Kroger agency is Campbell-Mithun; Lion agency is Ridgeway Adv.

Ziv Tv Programs' half-hour film series, *Harbor Command,* being sponsored by Miles Labs on KTTV (TV) Los Angeles, KRON-TV San Francisco, KFMB-TV San Diego, KSBW-TV Salinas (all California); KGW-TV Portland, Ore., and KHQ-TV Spokane, Wash. First run tv showing will start on all six stations week of Sept. 30, advertising Alka-Seltzer and One-A-Day Brand Vitamins. Ed Pierce, tv-radio director of Wade Advertising, Hollywood, agency for Miles, has been visiting stations to arrange for local promotion for both program and advertised products.

ABC Film Syndication has received orders totaling more than $1 million for new half-hour adventure series, *26 Men,* it was announced last week by Don L. Kearney, vice president in charge of sales. Series, scheduled for mid-October start in 195 markets, has been sold to national advertisers including Coca-Cola, Quaker Oats, Budweiser, Bardahl, Carlings Brewing and to such regional sponsors at Standard Oil of Texas, Freihofer Baking Co., Kroger Co., National Bohemian Beer, Nick-L-Silver Battery Co. and Humpty Dumpty Stores.

National Telefilm Assoc., N. Y., reports regional sale on *Sheriff of Cochise* half-hour tv film series to West End Brewing Co., for seven upstate New York markets. Series to start in October on WBUF (TV) Buffalo, WSYR-TV Syracuse, WKTV (TV) Utica, WROC-TV Rochester, WCNY-TV Carthage-Watertown, WNFB-TV Binghamton and WRGB (TV) Schenectady.

CBS Labs to Build New Research Center

Construction of a new research center for CBS Labs at Stamford, Conn., was announced last week by Dr. Frank Stanton, CBS Inc. president, who termed the move "an important step" in the company's plans for expansion of electronic research operations.

The research center will cost more than $1 million, Dr. Stanton said, and is expected to be ready for occupancy in the summer of 1958. Construction on the center will begin next month on an 11-acre site near Stamford.

The company's research program, as outlined by Dr. Stanton, will be expanded in three areas: intensified search for new and improved audio and video techniques, broader development of electronic projects under government contract for military and other purposes and more comprehensive applied research for industry.

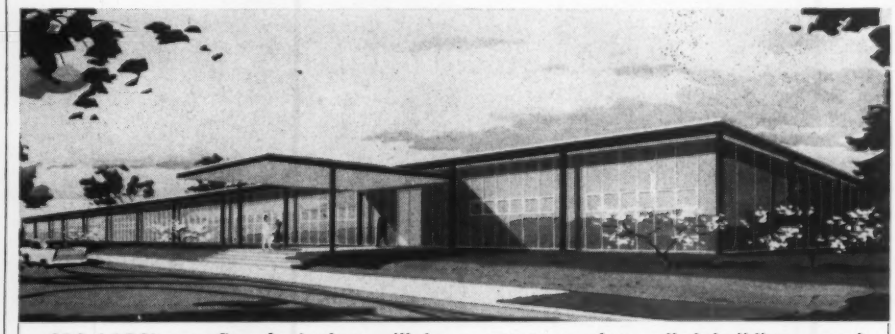
"During its 21-year history, CBS Labs has made some of the most important contributions to the advancement of modern communications," Dr. Stanton stated. "It pioneered in both black-and-white and color television. It was responsible for the development of the long-playing record and led the way in making high fidelity sound generally available. In addition, it played a key role in the war-time development of electronic counter-measures aimed at disrupting enemy radar and communications."

Since 1936, when CBS Labs was founded by CBS Inc., its headquarters has been in New York. The new building will more than double the present space, according to Dr. Stanton. It will cover 33,000 square feet and provide research and development facilities for a scientific and administrative staff of 100 persons.

Skidmore, Owings & Merrill, New York, has been engaged as architect for the new structure, a glass-enclosed aluminum and steel building of modern design. It will be built in a rural setting and it is planned to keep many of the original trees.

In addition to laboratories, offices and associated facilities, the building will contain recreational areas for employes. Parking areas will be constructed on the site.

Dr. Peter C. Goldmark is president of CBS Labs.



CBS LABS' new Stamford plant will be a one-story, glass-walled building spread over 33,000 square feet. It will house research and development facilities for acoustics, electronics, magnetics, vacuum tubes and solid state physics.

Zenith Suit Against RCA Resumes in Chicago Today

A protracted trial involving Zenith Radio Corp. and its $61-million-plus antitrust counter suit against RCA and other parties will be resumed in Chicago Federal District Court today (Monday) after a lengthy series of delays.

Judge Michael Igoe will hear the case in which earlier this year he denied RCA appeals for further postponement of the scheduled trial. Delays evolved around gathering of depositions from European witnesses, with charges and counter-charges from both litigants. The early part of the trial is expected to center on Canadian patent aspects, with the sessions lasting several weeks.

The original suit in the case was filed by RCA in 1948, charging Zenith with patent infringements and asking $16 million damages. The latter subsequently filed a counterclaim accusing RCA of restraint of trade and seeking treble damages. Zenith later was permitted to increase original treble damages of $16,056,549 to $61,750,305 because of costs allegedly incurred in gathering worldwide depositions and to include other countries in which it claimed to have suffered business losses because of RCA's alleged monopoly.

Zenith then sought to prevent RCA from gathering foreign witness depositions, but its move was rejected by Judge Igoe in District Court [B•T, July 23, 1956]. Deposition-taking has dominated the case most of this year.

Zenith's counter suit also involved General Electric Co., and Western Electric Co., as well as RCA. Judge Igoe has expressed hope the 9-year-old case can be settled this year but delays before and after last June 17, the date on which he anticipated getting the trial underway in full, in the view of some observers, may have rendered this possibility moot.

Sylvania Building New Addition

Sylvania Electric Products announced last week that ground was broken on a "million-dollar" addition to the physics laboratory at the company's research laboratories center in Bayside, N. Y. The 34,000-square-foot wing will be devoted to advanced scientific studies leading to new and improved products and techniques in the

26 MEN

thundering out of the West

... The 26 daring Arizona Rangers tamed America's last wild territory ... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN ... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

CONTACT:

ABC FILM SYNDICATION

1501 Broadway, N.Y.C.
LAckawanna 4-5050

fields of electronics and lighting, said Dr. Bennett S. Ellefson, Sylvania vice president for engineering and research. The two-story addition is expected to be completed in the summer of 1958.

Radio Production, Sales Ahead, Tv Running Behind 1956 Pace

Production and retail sales of radio receivers during the first seven months of 1957 are well ahead of the similar 1956 period, according to Electronic Industries Assn. (formerly RETMA). Tv production was down sharply but retail set sales almost equalled the 1956 level.

EIA found that radio output totaled 7,799,882 sets during the first seven months of 1957 compared to 7,225,862 in the same period a year ago. Output of auto models totaled 3,090,955 sets this year compared to 2,512,216 in the same seven months of 1956.

Retail radio sales totaled 4,236,453 sets during the first seven months this year compared to 3,967,555 in the same 1956 period (few auto sets are sold through retail outlets since they move directly to auto manufacturers).

Factory television output totaled 3,082,799 sets during the first seven months of 1957 compared to 3,752,133 in the like 1956 months. Of the 360,660 tv sets produced in July, 55,401 had uhf tuners.

Retail television sales totaled 3,236,697 sets in the seven months of 1957 compared to 3,273,560 in the same months of 1956.

Tv and radio set production during the first seven months of 1957:

	Television	Auto Radio	Total Radio
Jan.	450,190	521,624	1,085,529
Feb.	464,697	522,859	1,264,765
March (5 wks.)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 wks.)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
Total	3,082,799	3,090,955	7,799,882

Tv and radio retail set sales during the first seven months of 1957 follow:

	Television Sales	Radio Sales
January	623,359	563,363
February	525,437	525,029
March (5 wks.)	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June (5 wks.)	389,770	729,421
July	426,294	597,484
	3,236,697	4,236,453

Nems-Clarke Changes Name

Nems-Clarke Inc. (electronic manufacturers), Silver Spring, Md., which became an operating division of Vitro Corp. of America [B•T, Aug. 12], has changed its name to Nems-Clarke Co. Allen S. Clarke remains as president of the company and Ralph E. Harmon is vice president. Mr. Clarke stated that "while some changes in personnel would be necessary in order to accomplish this reorganization, such personnel changes would be kept to a minimum." He also said the company expects to expand its development activity for the creation of new proprietary products in the fields of telemetry, photographic instrumentation and communications equipment.

RCA Announces Deluxe Color Line

Five deluxe color tv receivers, featuring a tri-color glass picture tube and improved chassis that produce a "more brilliant picture in brightly-lighted areas," were announced last week by Charles P. Baxter, vice president and general manager, RCA Victor television division, RCA. Use of dark safety glass in these models helps preserve contrast under conditions of high illumination, and is an asset in color tv demonstration in showrooms and public places, according to Mr. Baxter. For normal home use, however, there is no significant performance difference, he said. These models, priced from $550 for table model to $795 for a console, supplement RCA's 11-model "700" series which is priced from $495 for a table model to $850 for full door console model [B•T, Aug. 12].

No Commercial Use Seen Soon In Navy Labs' Lunar Electronics

Radio waves can be relayed via the moon, the Naval Research Laboratory disclosed last week, but commercial use of the facility isn't likely to occur for a long time. This general impression prevailed among engineers who reviewed latest progress in lunar electronics.

The break-through in moon contact occurred shortly after World War II when Lt. Col. John H. DeWitt Jr., longtime chief engineer and executive of WSM Nashville, made the first celestial contact by bouncing a radio signal off the planet [B•T, Jan. 28, 1946].

Last week's Navy announcement climaxed six years of tests. Signals modulated in various ways, including voice, were echoed back from the moon at frequencies ranging from 30 to 3000 mc. James H. Trexler, chief scientist on the naval project, described the tests at a meeting of International Scientific Radio Unions in Boulder, Colo. Antennas included a parabolic hole in the ground 250 feet in diameter. The moon was found to be comparatively smooth to radio waves.

Results show that many types of communication can be carried on via the moon, subject to its position in the sky. The round trip time is about 2½ seconds.

MANUFACTURING SHORTS

Sylvania Electric Products, radio-tv division, reports tv factory sales for August represented increase of 115% over August 1956.

Minnesota Mining & Mfg. Co. (recording tape), St. Paul, reports 1957 first-half sales of $181,578,367 compared with $154,495,586 for same period of 1956 and six months' earnings of $19,692,980, or $1.17 per share, as against $17,670,767, or $1.06 per share. Net income before taxes for first half was $39,132,980 compared with $35,654,767. Second quarter sales in 1957 amounted to $92,102,939, while earnings and net income reached $10,000,799 and $19,620,799, respectively.

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

NBC Radio O&Os Mark Sharp Business Rise

A sharp business rise is reported for NBC Radio's five owned stations.

The spurt among the radio stations, according to Thomas B. McFadden, vice president in charge of NBC's owned stations division, is for the first six months of this year compared to the like period last year, with the increase total broken down as follows: a 15% upswing in national spot and an 18% climb in local billing.

In an interview with B•T, Mr. McFadden last week also pointed to a 43% increase in network compensation to the stations, again based on a six-month comparison. He noted that WRCA New York last July had its highest month in network compensation since June 1955 and predicted that August at the station probably would equal the July climb.

The NBC stations, in addition to WRCA, include WMAQ Chicago, WRCV Philadelphia, KNBC San Francisco and WRC Washington.

The business upswing also is highlighted by these factors cited by Mr. McFadden:

• An 82% increase in profit before taxes for the five owned stations for the first six months of the year compared with the same period last year.

• At WRCA (as an example of the business picture), commercial program sales are up 10%; participation announcements, 25% and station breaks, 35%. For every month this year, WRCA has been more than doubling its profit before taxes.

• The five stations in total are obtaining approximately 20% of their total revenue from NBC Radio's "no waste" policy (network permits unsold availabilities in network time to be sold as national spot or local sale). About 5% of the total revenue is being derived from network compensation, or roughly 25% of all revenue (compensation and "no waste" revenue) "from being affiliated with NBC Radio."

• On the owned stations, about 64 advertisers have been using "no waste" spots made available within network shows. Of this number, 37 are national advertisers, 27 local advertisers. A total of 287 spots have been sold since the "no waste" policy was established last fall.

Among the national advertisers using this policy are such names as Dole pineapple, Nucoa, Hit Parade and Lucky Strike cigarettes, Ralston-Purina, Listerine, Budweiser and Ruppert beers, Sterling salt, Silverdust, Jello gelatin, White King soap, Dodge and TWA.

As explained by Mr. McFadden, the rise in station business has kept pace with NBC Radio's move a year ago to "revitalize" the network and its business. This was spearheaded by NBC President Robert W. Sarnoff and Matthew J. Culligan, who had just been appointed vice president in charge of the network.

As presented by Mr. McFadden, business statistics for the five owned stations give credence to this turn upward. The first signs of a big increase in business (sales) were seen in the last quarter of 1956. That quarter provided 49% of the total year's pre-tax profit for the stations, and 97% of the total business recorded by the stations in the other three quarters of the year.

Mr. McFadden predicted that the last six months of this year would see an estimated 20% comparative increase in the pre-tax profit for the stations. This percentage is lower for the second half of the year, he explained, because it is compared with last year's period, which contained the profitable fourth quarter.

The marked improvement in sales is credited by Mr. McFadden principally to three things: (1) a better network programming schedule that is more compatible with station programming, (2) activity by the stations' managers who have created excitement and increased audiences and (3) additional block programming (for example, mood type shows) which has wide audience appeal.

Mr. McFadden notes that there is a greater awareness of radio and cites an "aggressive spot sales" unit at NBC and a strengthening of its research and sales development staff.

Concluded Mr. McFadden: "We have been seeing effort on the local level and a better network service. Thus, stations, which are competitive and at the same time have a network service which other outlets do not have, are proving themselves and obtaining an increased share of business."

WQXR Reduces Spots To Upgrade Programming

Pioneer "good-music" station WQXR New York, owned and operated by *The New York Times*, is turning down a potential $13,000 worth of spot business between now and Dec. 31 by adopting an even more conservative commercial policy—trimming spot availabilities but pushing program sponsorships.

In a letter to timebuyers last week, Norman S. McGee, WQXR sales vice president, made public the station's intention—effective immediately—to cut the number of its spots by eliminating one-minute availabilities following any sponsored program or program segment. Estimated to be affected by this move are 75-100 commercials a week representing roughly $150,000 in annual gross billing. Although station management declined to make public its yearly income, it is understood that this "loss" represents about 10% of WQXR's annual $1.5 million gross, of which 30% reportedly is derived from spot advertising.

Furthermore, WQXR also is curtailing its own earning power by having agreed, on Aug. 19, not to sell a weekly two-hour programming block between Oct. 5 and April 26, 1958. This was part of a contract signed with the Boston Symphony orchestra, giving WQXR exclusive rights to air—sustaining—all Saturday evening concerts. In addition to taking off the block close to $1,000

Your audience will
g-r-o-w
with the Big
"A" SECTION
of the
SESAC
Transcribed Library
• C & W music, cowboy, hillbilly, square dances and barbershop.
• Complete program notes.
• Easy-to-sell scripts.
• All at its best at low monthly fees.
Write, right now . . .
SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

Advertisement

"C. C. A. Greatest," Says WDUN President

"We can truthfully say that CCA is the greatest promotion any radio station could ask for," writes John W. Jacobs, President of Radio Station WDUN in Gainesville, Georgia.

JOHN W. JACOBS

In a letter written to John C. Gilmore, Vice President of Community Club Awards, Jacobs adds, "This is a 'thank you' letter from another satisfied CCA station manager."

He continues, "I say thank you because WDUN will always be indebted to you for making it possible for us to make more money. Give us another idea or two like CCA and we'll make you a Vice President of this station."

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

a week in sponsorship billing (the station is currently debating the pros and cons of selling one spot following the *Times* news bulletin scheduled for intermission).

In an altogether different way, WQXR is said to be foregoing additional annual billings of "several hundred thousand dollars" by refusing to take on business that requires the use of transcribed jingles.

The edict eliminating one-minute spots adjacent to fully-sponsored programs cuts through the A, B and C time rates (range: $55-17.50) and averages $30 a commercial. However, there may be no direct loss involved. WQXR has tried—where it has been able to—to slot "regular advertisers" now using the one-minute adjacencies in different segments. Then, too, by having raised its rates last Feb. 1, it will in time compensate for any "lost business."

WQXR does not interrupt symphonic programs with announcements between movements. The result is that sponsors are "told" to wait till the selection has ended causing unlimited bottlenecking. Though triple-spotting is a normal WQXR practice, the station management feels that "too much is too much." Moreover, it feels that overcrowding isn't helping the advertiser either.

So, it seems, does the *New York Times*. Though Mr. Sanger would neither confirm nor deny the reports, it was learned that the staid *Times*, which maintains a rather rigid limitation of its own on advertising content in proportion to editorial space, had "passed the word down" that it would like to decommercialize WQXR to some degree. The ukase, it was said, stemmed from WQXR's No. 1 listener, *Times* Publisher Arthur Hays Sulzberger. The *Times*, though owner of the station, spends an anuual $52,000 on time for its hourly WQXR news bulletins plus an unspecified amount on a radio spot campaign via BBDO on many New York outlets including WQXR.

Storer Introduces WVUE-TV

With a special show called *The New VUE*, WVUE-TV Wilmington, Del., was re-introduced to ch. 12 viewers Sept. 2 under new management and new call letters. Storer Broadcasting Co.'s purchase of the former WPFH (TV) was approved by the FCC last March [B•T, April 1], and the switch to new management was completed the week of Aug. 26, when the station went dark for the changeover. On the debut program were Gov. J. Caleb Boggs of Delaware, the mayors of Wilmington and Philadelphia and Congressional and sports figures.

WVUE-TV has opened new offices and studios in Philadelphia's Suburban Station Bldg. and will replace Wilmington facilities with a new office-studio building in the near future. A new transmitter and tower at Pitman, N. J., went into operation Sept. 2.

WXXX Begins Broadcasting

WXXX Hattiesburg, Miss., was set to start broadcasting yesterday (Sunday) on 1310 kc with 1 kw power. The new facility, owned by Dave Arnold Matison Jr., is operating on a music-news format. Mr. Matison also owns 12.5% of WDAM-TV Hattiesburg and 25% of WAML Laurel, Miss.

LONG-TERM radio contracts are unusual for a department store; WBAL Baltimore claims the May Co. there is the first Baltimore department store to sign a 52-week pact. Looking on as Robert Welch, publicity director and advertising manager for the May Co. signs are (l to r) D. L. Provost, vice president and general manager of WBAL; George L. Doetsch, WBAL sales, and Marx L. Kaufman of Marx Kaufman Adv., agency for the department store.

WAPI Plan Gives Sponsorship Of Games to School Authorities

When 36 Alabama stations broadcast the annual high school all-star events in basketball and football last month at the U. of Alabama in Birmingham, "commercials" were those of local high schools themselves. They were offered the time by local stations and WAPI Birmingham, which, with the *Birmingham News* (parent firm of WAPI) paid the athletic association $500 for state broadcast rights, sustained line charges and offered the games to one station in each community.

The Alabama Education Assn. prepared spots, and station invited local principals, athletic coaches and teachers to use them in telling the hometown school story. WAPI staffers originated the games from the Birmingham campus, featuring state education and athletic officials as halftime guests, and Henry P. Johnston, president of WAPI-WABT (TV).

KMOP Tucson Bows on 1330 Kc

KMOP Tucson, Ariz., went on the air on 1330 kc Aug. 24, according to the announcement of Ray Odom and A. V. Bamford, co-owners. Mr. Odom is general manager of the daytimer, which is featuring country and western music. Jeff Lapping is chief engineer. Mr. Odom and Mr. Bamford also own KHEY El Paso, Tex.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Radio-Tv Outlets Spotlight Southern School Incidents

Broadcasting news coverage, in and out of the South, kept pace last week with fast-breaking events in the public school integration controversy.

In Charlotte, N. C., where racial integration reportedly was accomplished for the first time, WBT and WBTV (TV) utilized a nine-man news staff to cover the entrance of four Negro students into the previously all-white city schools. The television operation was directed by Nelson Benton, WBTV news manager, who travelled from school to school in the wake of his reporter-cameramen. An anchor man remained at the studios to receive reports and edit the 1,000 feet of film, which was subsequently used on all the station's news programs. Jack Knell, WBT news director, was in charge of radio coverage, which consisted of taped interviews with the four Negro students, some of the 52,000 white students, and descriptions of events at the schools.

Meanwhile, in Little Rock, Ark., where Gov. Orval E. Faubus had ordered national guardsmen to prevent Negro pupils from penetrating the segregation barrier in the public schools, WTOP-TV Washington, D. C., aired direct reports from telephoning *Washington Post & Times-Herald* reporter Robert E. Baker. Mr. Baker broadcast from outside the governor's home and reported on the situation where National Guardsmen were being stationed around schools which had received federal court orders to commence integration.

Also, WLIB New York, N. Y., was to present a special program, obtained from Little Rock through "beep" telephone, entitled *School Integration: 1957*, yesterday (Sunday), featuring Little Rock's mayor and school superintendent and the local NAACP representative.

KFAB Gets Results Pronto From Its Daily Editorials

KFAB Omaha, Neb., which only two weeks ago began inserting editorials into its daily programming, was given dramatic evidence of their effectiveness last Thursday. Within hours after the station had protested the city council's plan to hold closed hearings on a police scandal charge, the council reversed its stand.

KFAB's editorials, each running about a minute, are aired four to five times daily during the station's 5:30-10:30 a.m. *The Morning Watch* program. General Manager Lyell Bremser says civic reaction has been favorable, and quoted one statement as typical: "It's about time the city had another editorial voice." Omaha has only one daily newspaper.

7 DAYS 6 NIGHTS
per person double $46.50
including MEALS
Sovereign HOTEL
at 44th and the OCEAN
Overlooking the FONTAINEBLEAU MIAMI BEACH

AFTER the inaugural telecast of WIIC (TV) Pittsburgh Sept. 1, Robert A. Mortensen (l), general manager of the ch. 11 station, showed program guests a drawing of the new WIIC office-studio building soon to go up. Lingering on the set after helping dedicate Pittsburgh's second vhf station were (l to r beside Mr. Mortensen) the Rev. Daniel Brennan, Dr. R. R. Scheaffer and Rabbi Aaron Ilson. Congratulatory wires and messages came in after the initial telecast from Pennsylvania Gov. George M. Leader, Mayor David L. Lawrence of Pittsburgh, and viewers at large. Many, WIIC says, commented on good picture quality. Transmitting with 316 kw from a GE helical antenna, WIIC operates with a 100 kw transmitter, one of the most powerful ever built by RCA and the second in use by a U. S. station, according to WIIC. The station temporarily maintains offices at 700 Ivory Ave. and studio-transmitter at Fineview Hill, pending completion of a unified new plant.

...its words to the wise are sufficient

"TelePrompTer has given our announcers and "on-camera" personalities so much confidence in themselves it really shows in their presentations. We often wonder how we ever got along without TelePrompTer."

Mr. George W. Chernault, Jr.
Program Director
WSLS-TV
Roanoke, Virginia

TELEPROMPTER CORPORATION'S NEW MODEL I TELEPROMPTER

The greatest television talents on your station are even greater—with TelePrompTer.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
Our new TelePro 6000 rear screen projector's remote control unit permits complete operation from any vantage point

LAS VEGAS "KLASSY" SAYS:

CONCENTR8
your message on an audience
CAPTIV8ED
by TOP CBS and local programs!
•
PENETR8
with 55,000 watts to
DOMIN8
a 103.1 percent satur8ed market
•
IN LAS VEGAS, NEV.
you'll appreci8 the value, once you've tried

KLAS-TV Channel 8
LAS VEGAS NEVADA
CBS Television Network

Represented by WEED TELEVISION

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Plough Appoints Grant V. P., Announces Quarterly Dividend

Robert E. Grant of the Chicago office of Kidder, Peabody & Co., investment banking firm, has been elected vice president, finance, of Plough Inc., Memphis, Tenn., drug manufacturer (St. Joseph aspirin, other products) and station owner. Mr. Grant joins Plough the latter part of this month.

MR. GRANT

With Kidder, Peabody for seven years in both the New York and Chicago branches, Mr. Grant has specialized in broadcast finance in recent years. He was active on the sales of KFEQ-AM-TV St. Joseph, Mo., to the Bing Crosby-Kenyon Brown group, WHTN-AM-TV Huntington, W. Va., to Cowles Broadcasting and the $2 million financing arranged for Stauffer Publications to purchase Capper Publications (including WIBW-AM-TV Topeka, Kan.).

At the same time Plough announced Mr. Grant's election, the Plough board of directors made public a quarterly stock dividend increase to 15 cents from 12 cents, payable Oct. 1 to shareholders of record Sept. 16. Continuing an upward trend of the past three years, Plough's annual dividend now is double the 1954 figure of 30 cents annually. Abe Plough, president, said the increase had been justified by continued improvement in sales and earnings, which made the new rate possible, although shares outstanding increased from 900,000 in 1954 to 1,218,438 at present.

Plough stations are WMPS Memphis, WJJD Chicago, WCOP-AM-FM Boston and WCAO-AM-FM Baltimore.

WCDA (TV) Makes Move to Ch. 10

Hudson Valley Broadcasting Co. Inc., operator of WCDA (TV) Albany, N. Y., announced last week it is "making all arrangements for expediting the switch" from ch. 41 to ch. 10 in accordance with the FCC order issued Thursday (see page 82).

GE is to supply the new equipment needed, which will include antenna and 50-kw transmitter. The station reports it has received Civil Aeronautics Board approval for a 1,353-foot tower to be erected at Vail Mills, N. Y. An on-air date for the new operation will be announced later, according to a Hudson Valley spokesman.

Newspaper Buys WCSI

The Findlay Publishing Co., through its subsidiary White River Broadcasting Co., last week purchased WCSI Columbus, Ind., from Joseph T. Finneran and Trueman Rembusch for $150,000.

Findlay Publishing, owned by the R. L. Heminger family, publishes the *Findlay* (Ohio) *Republican-Courier* and owns WFIN that city. WCSI is on 1010 kc with 500 w daytime only. The sale, subject to FCC approval, was handled by Allen Kander & Co., station broker.

WCFL Comes in for Criticism From Members of Licensee, CFL

WCFL Chicago, owned by the Chicago Federation of Labor, came in for criticism from within CFL at a council meeting of that organization last week.

The criticism began with disclosures that CFL owned a yacht until early this year and that WCFL had used the craft to entertain clients. WCFL, an independent station identified as "The Voice of Labor," operates with 50 kw on 1000 kc. The dissensions from within CFL resulted in a threat by CFL President William A. Lee to resign.

Heated floor discussion broke out with demands the station report on its financial condition. Peter Hoban, president of the milk drivers' union, charged WCFL is "too much of a businesslike operation to the detriment of union philosophy." He felt "every local union has an equity in the station and should have a detailed report on its operations" and that some of WCFL's income should "flow into union coffers." William Lennon, a Jewelry Workers' local executive, said the CFL had received no report on the station's operation for five or six years, though it had been promised one.

Both officials promised to continue pressing for a statement on WCFL's financial condition. WCFL is regarded in the broadcast industry as one of the more profitable independent operations in the country.

Mr. Lee said a report had been prepared but the station's directors requested it not be released because it would prove advantageous to competing Chicago radio stations. He added that WCFL filed with the FCC "a complete schedule of income, salaries and expenses. Our books and records are open at any time to qualified people." Mr. Lee explained station profits have been used for higher wages, CFL pension plans, surplus and to "fight for sponsors with those who have envious eyes on labor's voice."

Hagadone Buys Arizona Paper

Burle C. Hagadone, Pacific Northwest broadcaster, recently purchased the *Flagstaff* (Ariz.) *Daily Sun* for approximately $300,000. Others included among the purchasers were the Scripps League of Newspapers and Platt Cline. The paper was sold by W. J. McGiffen Co. through Hamilton, Stubblefield, Twining and Assoc.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Judge Orders Pickets Away From Tulsa Broadcast Center

Federal Judge William R. Wallace last Thursday ordered the National Assn. of Broadcast Employes & Technicians to remove pickets at the new Broadcast Center under construction in Tulsa, Okla. Six of 14 technicians at KVOO in that city have been on strike since Aug. 9 [B•T, Aug. 26] and pickets had been placed not only at the KVOO studio and transmitter, but also at the Broadcast Center. The temporary restraining order last week followed a protest to the National Labor Relations Board from KVOO-TV, which is under separate ownership and management from the radio outlet, that the Broadcast Center houses KVOO-TV engineers only and that the tv engineers are not NABET members. An NLRB spokesman indicated this amounted to a secondary boycott.

NABET and its Tulsa Local 48 have until Sept. 12 to file answers as to why the temporary order should not be made permanent.

KVOO last week reaffirmed its position that it is willing to make wage concessions, even though its current wages are higher than other radio stations in eastern Oklahoma and well above the prevailing scale in the largest cities of the South. KVOO, however, reiterated its refusal to comply with a NABET demand that union membership be made a condition of employment at the radio station.

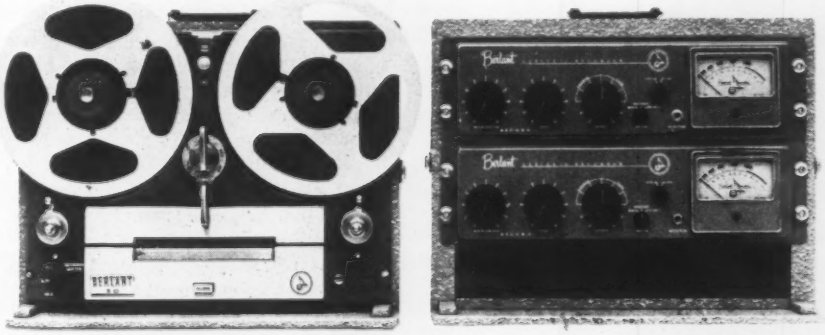
PAYSON HALL (seated, l), treasurer of Meredith Pub. Co., Des Moines, Iowa, has signed for Meredith purchase of KRMG Tulsa for $500,000 from Western Broadcasting Co. [B•T, Sept. 2]. Western's president, Harrington Wimberly, is seated before the contract. Standing are (l to r) Richard S. Oldberg of the Chicago law firm of McDermott, Will & Emery (Western counsel); Frank S. Lane, general manager of KRMG; Al Larson, assistant manager of station operations for Meredith, and Andrew G. Haley, of Haley, Wollenberg & Kenehan, Washington law firm representing Meredith. Meredith stations are KPHO-AM-TV Phoenix, Ariz.; KCMO-AM-TV Kansas City; WOW-AM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The KRMG sale is subject to FCC approval.

NOW

A Complete Single Package Source for Stereophonic Broadcasts

Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

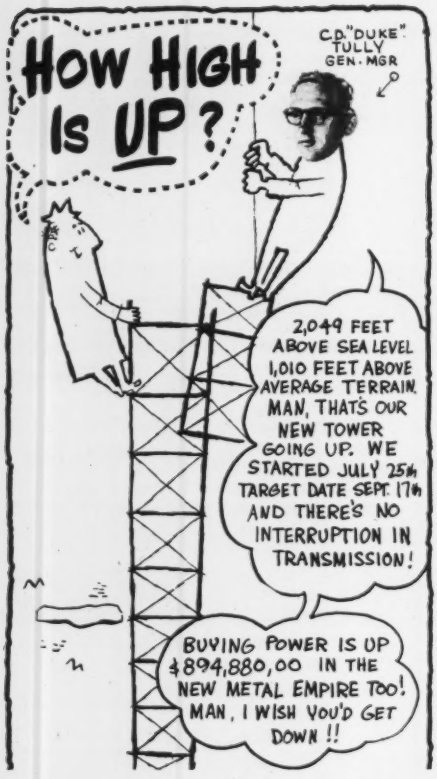
The Model 33 has three motors including hysterisis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.



OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 5012.2.

HAVE YOU HEARD ABOUT THE OUTSTANDING ENGINEERING OPPORTUNITIES AT AMERICAN?

AUDIO DIVISION
AMERICAN ELECTRONICS, INC.
655 WEST WASHINGTON BOULEVARD, LOS ANGELES 15, CALIFORNIA


HOW HIGH IS UP?
C.D. "DUKE" TULLY GEN. MGR
2,049 FEET ABOVE SEA LEVEL 1,010 FEET ABOVE AVERAGE TERRAIN. MAN, THAT'S OUR NEW TOWER GOING UP. WE STARTED JULY 25th TARGET DATE SEPT. 17th AND THERE'S NO INTERRUPTION IN TRANSMISSION!
BUYING POWER IS UP $894,880,00 IN THE NEW METAL EMPIRE TOO! MAN, I WISH YOU'D GET DOWN !!

'A-Buy' Radio Group Formed By Ten California Stations

Ten radio stations, serving what they call "growth" markets, have formed A-Buy in California, offering discounts to advertisers buying two or more member stations. A-Buy in California was organized last month at a meeting in Monterey, according to an announcement by Del Gore, manager of KARM Fresno and chairman of the group.

Besides KARM, A-Buy in California includes KGEE Bakersfield, KXOC Chico, KIDD Monterey-Salinas, KVIP Redding, KROY Sacramento, KITO San Bernardino, XEAC Tijuana-San Diego, KIST Santa Barbara and KSTN Stockton. Elected with Mr. Gore were Robert W. Dumm, owner of KROY, vice chairman, and Knox LaRue, president of KSTN, treasurer.

Under the A-Buy system, agencies and advertisers sign a single contract and make a single payment for group buys. The George P. Hollingbery Co., which represents all of the stations individually, has been appointed exclusive national representative of A-Buy. A. Leo Bowman of Reinhardt Adv. Inc. is directing an advertising-promotional campaign for the new group. A-Buy in California has established headquarters at 2171 Ralph Ave., Stockton, Calif.

Stations to Protect Employes From Threatened Flu Epidemic

Taking no chances on losing key communications manpower to a possible Asiatic flu epidemic, several stations have reported ordering preventative innoculations for their entire staffs.

D. L. Provost, vice president and general manager of the Hearst Radio & Television Div., said that flu vaccine has been ordered for employes of WBAL-AM-TV Baltimore and WISN-AM-TV Milwaukee. The stations, acting with "advice and cooperation" from the U. S. Public Health Service, will order shots administered based on vaccine availability and flu incidence in the cities.

Arrangements for innoculation of staffers of WCUE Akron, Ohio, have been announced by station President Tim Elliot. Similar conditions on serum supply and presence of the disease locally were stated by Mr. Elliot.

WERE Cleveland, Ohio, was cited in AP and INS wire stories Aug. 30 as the first local station to offer flu shots to employes. Richard Klaus, vice president and general manager of WERE promised that all staffers would get free inoculations.

WBUF (TV) Ups Power to 1 Mgw

WBUF (TV) Buffalo, N. Y., has switched from 500 kw visual power to a megawatt, it was announced last week by Charles C. Bevis, Jr., general manager of NBC's ch. 17 facility. Power was doubled with installation of a new 120-ft. antenna atop the station's 620-ft. transmitting tower, making WBUF the most powerful tv station in New York state, it claims.

L. M. SEPAUGH, executive vice president-general manager of WJTV (TV) Jackson, Miss., presses the power switch, boosting WJTV from 214 kw to 316 kw, the ch. 12 maximum. With Mr. Sepaugh are R. M. Hederman, WJTV treasurer, and W. R. Newman, chairman of the board. WJTV has replaced its 20-kw amplifier with a new GE 50-kw unit and installed equipment for network color transmission.

WHIL Medford Tower Collapses, Narrowly Misses Station Studios

The 190-foot tower of WHIL Medford, Mass., crashed early Thursday morning, missing by about 25 feet a building housing the station's studios and engineering equipment.

Authorities speculated that a heavy road construction program in the neighborhood may have undermined the tower's foundations. There was no immediate estimate of the damage, other than that it would amount to "several thousand dollars." Sherwood J. Tarlow, president and general manager of the station, was quoted as expressing hope that WHIL could return to the air late Thursday and as saying that a new tower will be erected pending the station's scheduled move to a new site late this year.

WTIC-TV Ready to Go on Air

WTIC-TV Hartford, Conn., will sign on ch. 3 Sept. 23 at 7 p.m., it has been announced by Paul W. Morency, president. Each evening thereafter the station will broadcast from 6:30 p.m. until midnight, except weekends, when programs begin at noon. Leonard J. Patricelli, vice president in charge of programming, said WTIC-TV expects to lengthen its weekday schedule one hour each week, reaching a 3 p.m. sign-on by mid-October, when a further extension will be considered. Travelers Broadcasting Service Corp. (WTIC) owns WTIC-TV.

Station Authorizations, Applications

(As Compiled by B • T)

August 29 through September 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	416	144
Fm	539	519	54	68	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Sept. 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	869	589	1,456[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Miami, Fla.—Publix Television Corp. vhf ch. 6 82-88 mc; ERP 100 kw vis., 50 kw aur.; antenna height above average terrain 1690 ft., above ground 1733 ft. Estimated construction cost $1,175,165, first year operating cost $730,000, revenue $680,000. P. O. address Charles Danton, 605 Lincoln Road, Miami Beach, Fla. Studio location Miami, Fla. Trans. location **Dade County, Fla.** Geographic coordinates 25° 26' 57" N. Lat., 80° 33' 48" W. Long. Trans., ant. RCA. Legal counsel Kirkland, Fleming, Green, Martin and Ellis, Wash. 6, D. C. Consulting engineer Vandivere, Cohen and Wearn, Wash. 5, D. C. Owners are **Charles Danton, Lawrence L. Lazar** (each 49%) and **Daniel Danton** (2%). All owners are attorneys. Announced Sept. 3.

Terre Haute, Ind.—Illiana Telecasting Corp. vhf ch. 2, 54-60 mc; ERP 100 kw vis., 50 kw aur.; antenna height above average terrain 970 ft., above ground 935 ft. Estimated construction cost $458,849, first year operating cost $600,000, revenue $720,000. P. O. address 402 Star Bldg., Terre Haute, Ind. Studio location Terre Haute, Ind. Transmitter location Vigo County, Ind. Geographic coordinates 39° 18' 02" N. Lat., 87° 22' 58" W. Long. Trans., ant. GE. Legal counsel Dow, Lohnes and Albertson, Wash, D. C. Consulting engineer Lohnes and Culver, Wash., D. C. Principals include **Truth Publishing Co. Inc.** (10.71%), **George Nichols, Edgar Kobak, Walter R. Beardsley, Robert H. Smith, Albert G. Wade II** (each 8.57%) and others. Truth Publishing Co. Inc. is licensee of **WSJV (TV) Elkhart, Ind.**, and owns controlling stock in **WKJG-AM-TV Fort Wayne, Ind.** Messrs. Smith and Nichols have various business interests: Mr. Kobak has interest in **WTWA Thomson, Ga.**; Mr. Beardsley owns 25% of WKJG-AM-TV, has interests in **WTRC-AM-FM Elkhart, Ind.**, and WSJV (TV), same location; Mr. Wade owns 15% of WKJG-AM-TV. Announced Sept. 3.

New Am Stations

APPLICATIONS

Sarasota, Fla.—Radio Sarasota Co. 1220 kc, 1 kw D. P. O. address 912 West Wesley Road, N.W., Atlanta, Ga. Estimated construction cost $20,060, first year operating cost $48,000, revenue $60,000. Owners are **J. Lee Friedman, Paul Jones** and **Harry LeBrun** (each one-third). Mr. Friedman has oil and advertising interests; Mr. Jones has sports and real estate interests; Mr. LeBrun is vice president and general manager of **WLWA**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

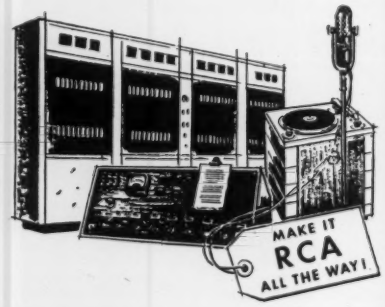
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
LOCAL FULLTIME	REGIONAL NETWORK	FLORIDA NETWORK	OIL COVERAGE	SOUTHERN CALIFORNIA
$250,000	$200,000	$300,000	$135,000	$150,000
This station is presently showing a return of $50,000 annually to absentee owner. Worthwhile investment with valuable real estate. Financing available.	This station is rapidly climbing into number one position in booming market. Power and profits offer the buyer almost unlimited potential. Terms.	A real opportunity to work and live in a true garden spot. Well equipped with excellent staff. Some financing is already available.	The finest semi-major market in Texas. Real estate is included along with all new equipment. Approximately one-half down subject to offer.	A 1000 watt daytime operation with good equipment. The market is growing rapidly with well diversified payroll. Check this one quick. Terms.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Planning a Radio Station?



You can save yourself headaches by making RCA your single source of equipment and service...

For additional information write to RCA, Dept. T-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

RCA Trnk (s) ®

(TV) Atlanta, Ga. Announced Sept. 3.

Kenmore, N. Y.—Voice of Dixie Inc. 1200 kc, 500 w D. P. O. address Mrs. Iralee W. Benns, Radio Station WVOK, Birmingham, Ala. Estimated construction cost $11,200, first year operating cost $55,000, revenue $75,000. Owners are **Cyril M. Brennan** (50%), **Mrs. Iralee W. Benns, William E. Benns Sr.** (each 20%) and **William E. Benns Jr.** (10%). Mr. Brennan is farmer and vice president of **Voice of Dixie Inc.** Mrs. Benns is applicant for **Sheffield, Ala.** William Benns Jr. is radio engineer, applicant for **Richmond, Va.** and **Tiffin, Ohio** (with wife), and 45% owner of **WSLA-TV Selma, Ala.** and **WBAM Montgomery, Ala.**

Superior, Wis.—Quality Radio Inc. 1320 kc, 1 kw D. P. O. address Eugene A. Halker, 321 2nd St., West, Ashland, Wisconsin. Estimated construction cost $16,680, first year operating cost $38,665, revenue $46,000. Owners are **Eugene A. Halker, Kenneth R. Peterson** and **Richard F. Wartman** (each one-third). Mr. Halker has 41.4% interest in **WPFP Park Falls, Wis.,** owns one-third and is president and general manager of of **WATW Ashland, Wis.**; Mr. Peterson is salesman; Mr. Wartman is attorney and presently district attorney of Ashland County. Announced Sept. 4.

Ownership Changes

APPLICATIONS

KOVR (TV) Stockton, Calif.—Seeks transfer of control from **H. L. Hoffman** and **Terry H. Lee** to **Hudson Valley Bcstg. Co. Inc.** for total of $3,500,000. Owners of **Hudson Valley Bcstg. Co.** are **Lowell J. Thomas** (21.11%), **Frank M. Smith** (16.87%), **Alger B. Chapman** (7.95%), **John P. McGrath** (7.21%) and others. Mr. Thomas owns 10.13% in **WTVD (TV) Durham, N. C.**; Mr. Smith owns one-third of permit for a uhf channel in Baton Rouge, La., and 10.53% of WTVD; Mr. Chapman is 2% stockholder in WTVD; Mr. McGrath owns 3.63% of WTVD. (For notification of consolidation of Hudson Valley Bcstg. and Durham Television Co., as well as list of Hudson Valley broadcast holdings, see WTVD (TV) Durham listing below.) Announced Aug. 30.

WTMC Ocala, Fla.—Seeks assignment of license from **Ocala Bcstg. Co. Inc.** to **WTMC Inc.** for $125,000, plus agreement to purchase newspaper advertising. WTMC Inc. is owned by **R. H. Gunckel Jr.**, who is a majority stockholder in **WARB Winter Park, Fla.**, and **WEAL-TV Orlando** concerning which there is presently pending before FCC application for sale. Announced Sept. 4

KART Jerome, Idaho—Seeks acquisition of positive control of licensee corporation by **Herbert E. Everitt** through purchase of stock from **Thomas Prescott** and **Charles L'Herisson** for $2,500 to each seller. Mr. Everitt is vice president and general manager of KART. Announced Aug. 30.

WBNL Boonville, Ind.—Seeks assignment of license from **Boonville Bcstg. Co.** to **Boonville Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WBTO Linton, Ind.—Seeks assignment of license from **The Linton Bcstg. Co.** to **Linton Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WPCO Mt. Vernon, Ind.—Seeks assignment of license from **Mt. Vernon Bcstg. Co.** to **Mt. Vernon Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

KEOK Fort Dodge, Iowa—Seeks assignment of license from **Fort Dodge Bcstrs. Inc.** to **American Bcstg. Stations Inc.** for $155,000. American Bcstg. is owned by **William B. Dolph, William B. Quarton & National Metropolitan Bank of Washington, D. C.**, trustees for **Helen M. Hermann, John Shaffer Mark, Dale Shaffer Mark** and **Mary Mark Merrill** (50%), **F. E. McMillan**, Tulsa, Okla., and **National Metropolitan Bank of Wash. D. C.**, trustees (42.8%), and others. Mr. Dolph has 15% interest in **KJBS San Francisco, Calif.**, is vice president of **KMYR Denver, Colo.**, is president of **WMT-AM-TV Cedar Rapids, Iowa.** Mr. Quarton also has interests in KMYR and WMT-AM-TV. Helen Hermann, Messrs. Mark and Mark and Mary Merrill have interests in WMT, as does Mr. McMillan. Announced Sept. 4.

WUST-AM-TV Bethesda, Md.—Seeks transfer of control of licensee corporation from all stockholders to **Harold S. Russell, Carl J. Batter, W. Parker Jones** and **Parker H. Jones** as voting trustees. Corporate change. No control change. Announced Aug. 30.

Goldenrod Tele-Radio Co. North Platte, Neb.—Seeks assignment of cp from this firm name to **Goldenrod Tele-Radio Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WMLV Vineland, N. J.—Seeks transfer of control of licensee corporation from **John H. Norris** to **Fred M. Wood, Wilfred C. Lockey, Dorothy H. Carlson, Michael A. Buglio, Frank S. Sharp** and **Harwood L. Knorr** for $10,000. The 80% control transferred will be owned 40% by Mr. Wood, 10% each by Wilfred Lockey, Dorothy Carlson and Michael Buglio, and 5% each by Messrs. Sharp and Knorr. Mr. Wood has real estate interests; Mr. Lockey is accountant; Dorothy Carlson is employe of *Atlantic City Press*; Mr. Buglio is with beverage firm; Messrs. Sharp and Knorr are partners in radio-tv service. Announced Sept. 4.

WSRC Durham, N. C.—Seeks assignment of license from **John C. Greene Jr. to Carolina Radio Inc.** for $100,000. Carolina Radio Inc. is owned by **Robert A. Monroe** (30%), **Seymour Schneidman, Philip Nadler** (each 27.5%) and others. Mr. Monroe is 50% owner of **WAAA Winston-Salem, N. C.** Mr. Schneidman is accountant. Mr. Nadler is clothing manufacturer. Announced Sept. 3.

WTVD (TV) Durham, N. C.—Seeks transfer of control from **Durham Television Co. Inc.** to **Hudson Valley Bcstg. Co. Inc.** in consolidation of two firms. **Hudson Valley Bcstg.** is licensee of **WROW Albany, N. Y.**, and permittee for tv stations **WCDA Albany, WCDB Hagaman, N. Y.** and **WCDC Adams, Mass.** WCDB and WCDC are operated as satellites of WCDA. Announced Aug. 30.

WTRO Dyersburg, Tenn.—Seeks assignment of license from **Hamilton Parks** and **Franklin Pierce** d/b as **Southern General Bcstg. Co.** to these two plus **Fred Childress** d/b as same firm for $5,000. Mr. Childress will own 10% of the station; Mr. Parks will own 70%, Mr. Pierce 20%. Mr. Childress has been director of public relations and purchasing for **Dyersburg Cotton Products Inc.** Announced Sept. 4.

Hearing Cases

BROADCAST ACTION

The Commission, by a Board composed of Commissioners Lee (Acting Chairman) and Mack, took the following action on August 29:

By Memorandum Opinion and Order, granted protest and petition for reconsideration filed by Great Lakes Television Co. (WSEE, ch. 34), Erie, Pa., to the extent of designating for evidentiary hearing application of Dispatch Inc., for Mod. of CP for station WICU (ch. 12), Erie, to change transmitter location to a site 5.6 miles southeast of the center of that city and increase ERP to 158 kw aur. and 316 kw vis., but denied request for postponement of effective date of June 28 grant of WICU application; made WSEE party to the proceeding.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of August 30

KEDY-TV Big Spring, Texas—Granted license for TV station and to specify transmitter and studio location (not a move, change in street numbering only).

BLACKBURN & COMPANY
Radio-TV-Newspaper Brokers

Announces the Opening of a New Office to Serve The Midwest and Southwest

Suite 512 - 333 N. Michigan Avenue—Chicago
Telephone—FInancial 6-6460

Under The Direction of

H. W. (Dutch) Cassill **William B. Ryan**

Blackburn & Company

WASHINGTON, D. C.	ATLANTA	CHICAGO
James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

KDRO-TV Sedalia, Mo.—Granted license for TV station.

WUOT Knoxville, Tenn.—Granted license for auxiliary transmitter.

WYCN New York, N. Y.—Granted license for FM station.

WMUZ Detroit, Mich.—Granted license covering changes in FM station; ERP 19.5 kw; antenna height 180 ft.

KYSM-FM Mankato, Minn.—Granted cp to reduce effective radiated power from 47 kw to 14 kw.

WCQS Alma, Ga.—Granted mod. of cp to change name to Queen City Bcstg. System.

WILI Willimantic, Conn.—Granted mod. of cp to specify studio location and for waiver of Sect. 3.30 of the Rules.

The following were granted extension of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa. to 12-8; KRSC Othello, Wash. to 12-12, conditions; KATT Pittsburg, Calif. to 11-15, conditions; WTIF Tifton, Ga. to 11-1, conditions; KRUX Glendale, Ariz. to 10-1, conditions; WCNG Canonsburg, Pa. to 12-1, conditions; WBOY Clarksburg, W. Va., to 12-1; WVIP Mount Kisco, N. Y. to 12-31, conditions; WDHF (FM) Chicago, Ill. to 12-31.

WCRK Morristown, Tenn.—Granted authority to operate transmitter by remote control while using nondirectional antenna.

WTWB Auburndale, Fla.—Granted authority to operate transmitter by remote control.

WEYE Sanford, N. C.—Granted authority to operate transmitter by remote control.

WLYN Lynn, Mass.—Granted authority to operate transmitter by remote control.

Actions of August 29

WSBS Great Barrington, Mass.—Granted relinquishment of negative control by James W. and Hope N. Miller and John T. and Blanche S. Parsons through transfer of stock to Montgomery S. Crane.

WJMX Florence, S. C.—Granted transfer of control from Eugene E. Stone to Paul Benson, Jr., through purchase of stock from Eugene E. Stone by the Corporation and the retirement thereof.

KOH Reno, Nev.—Granted assignment of license to McClatchy Newspapers.

WEKR Fayetteville, Tenn.—Granted assignment of license to John R. Crowder, James Porter Clark, and James W. Tate, d/b as Fayetteville Bcstg. Co.

KCLW Hamilton, Tex.—Granted assignment of license to Coy Perry.

KFLJ Walsenburg, Colo.—Granted license for AM station.

WJJC Commerce, Ga.—Granted license for AM station and specify studio location (same as transmitter location) (delete request for remote control operation of transmitter).

KWYK Farmington, N. Mex.—Granted license for AM station and specify studio location and remote control point.

WRAP Norfolk, Va.—Granted license covering increase in daytime power, installation of new transmitter and make changes in daytime DA pattern; conditions.

KBND Bend, Oreg.—Granted license covering installation of a new transmitter, increase daytime power and change to DA-2; conditions.

KLYK Spokane, Wash.—Granted license covering change of frequency.

KSLO Opelousas, La.—Granted license to change antenna-transmitter location.

KLPM Minot, N. Dak.—Granted license covering installation of a new transmitter.

WTIC Hartford, Conn.—Granted license covering installation of a new auxiliary transmitter at present location of main transmitter.

KANI Kailua, Hawaii—Granted Mod. of CP to make changes in antenna system and redescribe studio location and remote control point; conditions.

Actions of August 28

WSJC Magee, Miss.—Granted license for AM station.

KPIK Colorado Springs, Colo.—Granted license for AM station; conditions.

KVLV Fallon, Nev.—Granted license for AM station.

KFAY Fayetteville, Ark.—Granted license for AM station; condition.

WCBC Chambersburg, Pa.—Granted license covering increase in power and installation of new transmitter; condition.

KTBB Tyler, Tex.—Granted license covering increase in daytime power.

WCED DuBois, Pa.—Granted license covering change in frequency, increase in power, change type transmitter, installation of directional antenna day and night use (DA-2), change transmitter location and specify transmitter; conditions.

KBLI Blackfoot, Idaho—Granted license covering change in frequency, increase in power, change hours of operation, make changes in antenna system (increase height) and install new transmitter; conditions.

WMIX Mt. Vernon, Ill.—Granted license covering installation of new transmitter.

KCOH Houston, Tex.—Granted license covering installation of new transmitter and operate transmitter by remote control.

WMIL Milwaukee, Wis.—Granted license to use old main transmitter as an alternate main transmitter at main transmitter site and operate transmitter by remote control.

KYSM-FM Mankato, Minn.—Granted extension of authority to remain silent for period ending Oct. 24, 1957 to allow ample time for the delivery of the necessary equipment to repair burned out generator.

WVVW Grafton, W. Va.—Granted CP to install new transmitter and make changes in ground system and antenna system.

WMRO Aurora, Ill.—Granted CP to install new transmitter and operate transmitter by remote control.

WDIX Orangeburg, S. C.—Granted CP to make changes in transmitting equipment (daytime); condition.

Actions of August 27

WRAK-TV Williamsport, Pa.—Granted Mod. of CP to specify studio location, transmitter location, change antenna system and make other equipment changes; ERP vis. 21.4 kw, aur. 11.5 kw, antenna 380 ft.

WPTA Roanoke, Ind.—Granted Mod. of CP to change ERP to vis. 110 kw, aur. 55 kw, antenna 760 ft.; change antenna system and make other equipment changes.

The following were granted extension of completion dates as shown: KLFY-TV Lafayette, La. to 3-24-58; WCNS Baton Rouge, La. to 3-18-58; KFSA-TV Fort Smith, Ark. to 3-15-58.

WNAC Boston, Mass.—Granted extension of permission to modulate 50 kw transmitter of Station WNAC during experimental period at frequencies not in excess of 20 kc with Air Force message generating equipment, for an additional period of 6 months from 9-15-57.

Actions of August 26

WJDA Quincy, Mass.—Granted CP to change antenna transmitter location.

WDTR Detroit, Mich.—Granted CP to change antenna height to 140 ft., change transmitter power output to 0.6 kw, install new transmission line from the antenna to the transmitter and change antenna system.

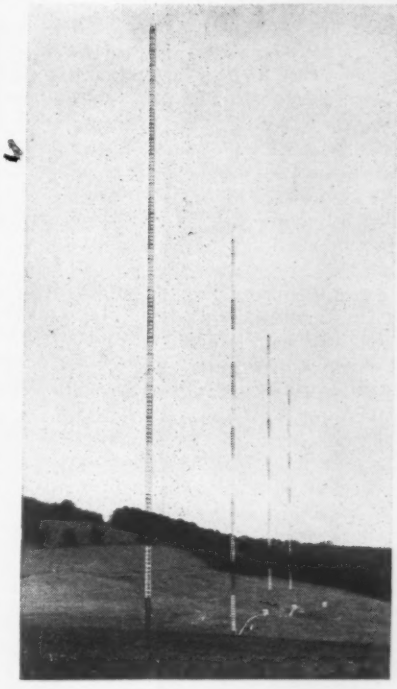
WCOL, WCOL-FM Columbus, Ohio—Granted authority to operate transmitters by remote control.

WAIM-TV Anderson, S. C.—Granted extension of completion date to 1-25-58.

KFDR Grand Coulee, Wash.—Granted permission to sign-off at 6:00 p.m. local time, daily, due to financial difficulties.

WORM—Savannah, Tenn.—Granted permission to stabilize hours of operation to show sign-off time at 6:00 p.m. throughout the year, with the exception when licensed sign-off time is sooner, beginning 9-1-57.

"Whatever your broadcast needs, go straight to Collins"



SAYS HARRY MAGEE OF WHLM:

"Stainless Solved Our Problem . . .

HARRY MAGEE

of erecting four 500-ft. towers on most-irregular terrain. It was a joint engineering achievement between our Chief Engineer, ANTHONY F. HOGG and Stainless"

CALL ON STAINLESS EXPERIENCE TO SOLVE YOUR PROBLEMS

ANTHONY HOGG

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Canadian Tv Five Years Old; 42 Stations Now Operating

Canadian television was five years old last week as CBFT (TV) Montreal on Friday completed its fifth year on the air, followed by CBLT (TV) Toronto, which reached the five-year mark yesterday (Sunday).

There now are 42 operating tv stations in Canada and three more are to be telecasting by the end of September. Almost a dozen more are licensed and are expected to be on the air by early 1958.

Of the total, eight stations are owned by the government's Canadian Broadcasting Corp. and the remainder by private enterprise. The first independent station on the air was CKSO-TV Sudbury, Ont., which began operation Oct. 20, 1953.

Montreal and Toronto rank next to Hollywood and New York as large tv production centers. Montreal produces more French-language shows than any other city anywhere. Most French-language programs are live, with few French film imports and only sporting events carried on the network with French commentary.

Practically all eastern Canadian tv stations now are on a microwave network connected at Buffalo, N. Y., with U. S. networks. The microwave network now has reached almost to the Rocky Mountains and will be completed to the Pacific Coast by early 1958.

In the five years, tv saturation of Canadian homes is nearing 70% with some sections close to 90%. In this time Canadians have produced nearly half their own tv programs, developing a production organization where no theatrical groups were active. A growing number of Canadian tv shows now are being exported on film and kinescope to the United States, Great Britain, Australia, Japan, Germany, Sweden and Finland, while negotiations are underway for export of French-language tv shows to France, Luxembourg and Belgium.

Sales Highlight Canadian Sessions

Sales highlight the fourth annual convention agenda of French-language Canadian radio and television broadcasters (Association Canadienne de la Radio et de la Television de Langue Francaise) at Alpine Inn, Ste. Marguerite, Que., from Sept. 15-18. A sales clinic will be held the morning of Sept. 16 by the Canadian Assn. of Radio & Tv Broadcasters. In the afternoon a panel, chaired by Tom Burham, CKRS Jonquiere, Que., will swap sales experiences. Tuesday morning there will be a panel discussion on advertising agencies with representatives of leading advertising agencies on the panel under chairmanship of Rene Lapointe, CKBL Matane, Que. Wednesday sessions will be closed to handle association business and elect officers. Entertainment includes a golf tournament on Tuesday afternoon.

Junta Curbs Haitian Stations

The military government junta of Haiti has notified radio stations and newspapers they will be closed if employed to spread "subversive" matter during the coming presidential campaign. In its decree, published Aug. 28, the junta said: "Abuse of the right of thought expression, to excite the populace, has been one of the causes of the disturbances plaguing this country from December 1956 until the inauguration of the present government."

CHAT-TV to Begin Sept. 14

CHAT-TV Medicine Hat, Alta., begins telecasting on ch. 16, Sept. 14, with 5.7 kw video power from its transmitter at Redcliff, six miles northwest of Medicine Hat. R. J. Buss is general manager, Sid Gaffney chief engineer, and Merv Stone production manager. The station is represented by All-Canada Television Ltd., Toronto, Ont.

Lakeside Gets 'Tomahawk' Rights

World rights for a Canadian historical film series on the *Adventures of Pierre Radisson*, Canada's Davy Crockett, have been sold by CBC, Toronto, Ont., to Lakeside Television Co., New York. The series, filmed mostly in the Montreal area by CBC last winter and spring, has been renamed *Tomahawk* for export purposes. The first U. S. showing will be on WPIX (TV) New York Sept. 22. The series was started on Canadian tv stations last spring as a weekly half-hour historical program.

This marks the first series tv sale by the recently-formed export division of the CBC's commercial department at Toronto. Gunnar Rugheimer, manager of the export division, said the sale covers 26 episodes with option for more.

Canal 12, Cuban Color Outlet, Plans to Go on Air Oct. 24

The first color television station outside the U. S., Canal 12, S. A., is scheduled to go on the air Oct. 24 in Havana, Cuba, according to P. B. Reed, vice president, international sales, RCA. The station, which will use RCA equipment, will be headed by Gaspar Pumarejo.

RCA has begun shipment of equipment to Havana, Mr. Reed said. Included in the order are an RCA 10-kw color transmitter and a 60-foot antenna to be situated atop the new 400-foot-high Hilton Hotel in Havana.

Initial programming plans call for a 20-hour color schedule each day built exclusively around films, according to Mr. Pumarejo. He explained that a basic two-hour film program will be repeated 10 times a day, with fresh news and other film items inserted as they become available. Filmed news and other features will be flown to Havana from New York, Miami, Mexico City and Madrid.

Mr. Pumarejo expects that one thousand color sets will be located in social clubs, homes and public gathering places by Oct. 24 for demonstrations. He estimated that 10,000 color sets can be sold in Cuba during the first year and that it will take approximately 20,000 sets in use to enable Canal 12 to begin live programming.

CBC Readies for Elizabeth II

More than 30 commentators and 175 technicians will be centered in Ottawa, Ont., Oct. 12-16 to cover, in both English and French, the visit of Queen Elizabeth II to Canada's capital city. CBC has announced it will use 23 cameras at 19 pick-up points to give full live coverage on Canadian tv stations on the microwave network.

Stations not on the network will be served with kinescope recordings on a maximum 24-hour-delay basis. Temporary microwave connections will be supplied to as many stations as possible. All non-network radio stations will be supplied with the CBC radio coverage if requested.

CKSO-TV-1 to Start Oct. 15

The first satellite television operation at a mining camp in northern Canada gets underway Oct. 15 when CKSO-TV Sudbury, Ont., begins telecasting from CKSO-TV-1 at Elliot Lake, Ont., uranium camp. The satellite will operate on ch. 13 with 4 kw video and 2 kw audio power and antenna 432 ft. above average terrain.

INTERNATIONAL SHORT

James Lovick & Co. Ltd., Toronto and Vancouver advertising agency, has opened office in London, Ont., at 200 Queen's Ave., with **E. A. Westendorp** as account supervisor, and **W. M. Page,** account manager. This is 10th office of company, including one in San Francisco.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1001 Conn. Ave. Leesburg, Va.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

SERVICE DIRECTORY

PETE JOHNSON
CONSULTING ENGINEERS
KANAWHA HOTEL BLDG. PHONE:
CHARLESTON, W. VA. DI. 3-7503

Member AFCCE

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

NATIONAL ENGINEERING & MANUFACTURING, INC.
Complete Engineering Service
2101 Conway Garden Rd., Orlando, Florida
Phone 4-9715
Maintenance—
Installation and Proof of Performance

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
***1956 ARB Continuing Readership Study**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

Management

Manager for Roanoke, Virginia station. Would like person presently employed in Roanoke area but will not exclude replies from all areas. Box 196B, B•T.

Sales

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Experienced radio salesman. A real opportunity with a radio-tv group. Guaranteed salary with commission. All benefits including company paid pension plan. Prefer married man who wants to settle in attractive, small city. Resume and references to General Manager, WENY, Elmira, New York.

Announcers

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Top announcer and dj for top flight station in Washintgon state. Expanding our staff. Our entire staff knows about this ad. Send particulars and tape to Box 147B, B•T.

Top-notch high power south Florida independent needs good morning man. $100 week to start. Opportunity to sell at 15%. Send tape, resume, references. Box 165B, B•T.

Newscaster-salesman, with emphasis on local news, gathering and reporting. Box 201B, B•T.

Experienced staff announcer. Good working conditions. Profit sharing plan. Run own board. Pennsylvania station. Box 203B, B•T.

Looking for permanent announcer. Must have experience, strong on dj and commercials. Salary open. Box 204B, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Radio-tv announcing instructor for leading Boston institution. Prefer broadcasting college graduate with station and teaching experience. Full or part time, good pay, bright future. Box 207B, B•T.

Top jock, newsie, Portland, Oregon area, $450 starting, letter, tape, Box 2333, Portland.

Announcer for morning shift to be assistant program director. Radio KCOL, Fort Collins, Colorado.

Wanted: Announcer, old station, entirely new building and equipment, 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Dallas, Texas-50 kw radio and full-power tv experienced announcer, salary open. Send tape, photo, and application to Wilson Shelly, KRLD, Herald Square, Dallas, Texas.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tournies. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

Negro dee jay, top rated rock 'n roll station has opening for negro dj. Experience absolutely necessary. Must speak good English, and must be tops in fast commercial delivery. Top salary for the right man. Send tape and resume, air mail to WFEC, Miami, Florida. Do not answer this ad, unless you fill the qualifications.

New Jersey. New station needs experienced "jack of all trades" interested in breaking into the metropolitan market. WHTG, Monmouth Beach, N. J.

Experienced board announcer. Send tape, resume WLDB, Atlantic City, N. J.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Wanted—Staff announcer with ability for all sports. Chance to continue college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Announcer not wanted. Needed an air salesman who can handle music and news in a highly professional manner for 1,000 watt daytimer that is really going places We've got the money, you've got the time. $100 per week to start. Send tapes and resume to Roger Moyer, WTIM, Taylorville, Illinois.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Engineer-announcer with first class ticket, experience not necessary. Southern market station. Send full details. Box 171B, B•T.

Are you a chief or asst. chief, who can do some announcing and wish to live in southern Oregon's vacation land. KMED is a fine progressive station, top in its market, and boasts an excellent staff, but needs a chief engineer. If you can qualify, contact Ray Johnson, Manager, KMED, Medford, Oregon.

Chief engineer with some announcing. Permanent. Beautiful Yakima Valley, wonderful fishing —hunting. Air conditioned studios. Leading 1000 watt daytimer. Send resume and tape to KUTI, 316 Butterfield Road, Yakima, Washintgon.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

First class engineer-announcer for new 5,000 watt directional in Morristown, Tennessee. Emphasis on announcing. Contact Jack T. Helms, Manager, WNVA, Norton, Virginia.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift, WOAP, Owasso, Phone SA 5-8196.

Chief engineer for installation-operation daytimer now building. Write WOIA, Saline, Michigan. Phone 18.

WSBT and WSBT-TV has opening for engineer with first class license. Prefer some experience but willing to train recent technical school graduate if veteran or draft exempt. Full time, permanent employment. Insurance, hospitalization and pension benefits. Write Personnel Dept., South Bend Tribune, South Bend 26, Indiana.

Production-Programming, Others

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

Young, aggressive, radio program manager for top station in large eastern market. Box 166B, B•T.

A good solid dj with first class ticket can make himself a top salary in a fine radio-tv operation in an excellent medium size midwest market. Immediate opening. Send tape, photo and complete personal background. All tapes returned. Box 184B, B•T.

Like to spin records? Like to sell on the air? There's a spot for you in a fine mid-American radio-tv operation. Mutual radio, NBC vhf-tv. Let us have a tape and picture. It might be the beginning of a worthwhile association for both of us. Box 185B, B•T.

Program director for daytime Maryland station with news and copy ability. Complete information and tape first letter. Box 210B, B•T.

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

California radio traffic continuity position. KSBW radio the top station in the central coast of California has an opening for a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience, and references, as well as photo in first letter to KSBW, P. O. Box 1651, Salinas, Calif.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

For sale: 25 years of advertising experience. Formerly No. 1 account executive with top billing at major independent; direct sales development for leading rep; assistant to publisher of well-known publication. Currently available due to change of management. Ivy league (Phi Beta Kappa) graduate, seeks administrative, sales or promotional opportunity New York City, mid-Atlantic or New England states. Box 118B, B•T.

Ready to advance to assistant manager-manager of small am. Plenty of production know-how, also am air personality. Willing to invest. Box 124B, B•T.

Major market sales manager wants management or sales opportunity in New England, or New York. Top references. Box 154B, B•T.

Manager. Successful record building listenership and sales. Will return good net in exchange for potential, cooperation, permanence. Box 189B, B•T.

Sales

Young man interested in am or tv sales position. Can double as air personality. Seven years commercial broadcast experience. Box 125B, B•T.

Top advertising executive, large newspapers, wants change to sales manager or salesman small town radio station. Prefer Kentucky, Tennessee or Missouri, but consider anywhere in south or midwest. Will come for personal interview. Box 172B, B•T.

Salesman. Nine years sales, programming, announcing. Young. Married. Aggressive. Creative. Box 190B, B•T.

Announcers

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Announcer 10 years experience — employed, steady, 5½ years in present job. Family, go anywhere. Box 972A, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Announcer-program manager. 5 years radio all phases. 1½ years tv on camera booth. 1st phone. 31 years old. West coast. Box 983A, B•T.

First class announcer seeking job with sports minded station. Conscientious, dependable, young, will travel. Experienced play-by-play, color, dj, news, familiar with tv. Box 985A, B•T.

DJ beginner, capable, eager to please, salary secondary to opportunity. Graduate New York Radio School. Tape and resume immediately on request. Box 991A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 992A, B•T.

5 years radio—some tv. Presently employed 1000 watt indie-versatile staff dj newscaster. Family man, excellent references. Interested tv or good radio deal. State requirements first letter. Box 993A, B•T.

Experienced combo, tops with news and commercials. First ticket. Box 996A, B•T.

Announcer-veteran, married, college. Degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 997A, B•T.

Personality-dj. Strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 112B, B•T.

Experienced mature announcer—8 years radio last year radio-tv desires major market radio or radio-tv in northeast. Fully experienced all phases of station operation, all types of programming. Tape, resume and photo available, personal interview a must. Box 133B, B•T.

Rock & Roll—jazz dj, news. Now employed in million market. First rated experienced negro with first phone. Box 152B, B•T.

Program director—staff announcer. Six years independent experience all phases. Family. Permanent. Excellent references. Box 153B, B•T.

Recent radio school graduate, announcing and board work. No experience but willing to learn. Will send tape on request. Single, will locate anywhere. Box 155B, B•T.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 2 years experience. Prefer sports station. All offers considered, vet, married. Box 156B, B•T.

Above average announcer, 3 years experience looking for above average job. Married and employed. Looking ahead. Box 169B, B•T.

Announcer-writer, recent radio-television school graduate. Quality voice, good typist, write copy, commercials and color material. Workable knowledge of all sports. Prefer southwest. Box 174B, B•T.

Experienced announcer. Desire to be morning man. Single, vet. Box 176B, B•T.

Versatile negro disc jockey, with references and five years experience. Has worked all markets. Personal 10,000 record library. Free to travel. References. All replies confidential. Box 177B, B•T.

Excellent-voice, personality, appearance, news staff. Employed dj, who can sell. Will travel. Radio or tv. Tapes. Box 180B, B•T.

Midwest-midsouth glory's gone. Announcer 26—5 years radio, tv. Seeks home for five. Experienced all phases, pilot's license, will fly. Box 181B, B•T.

Announcer, experienced, music, news, commercials. Tape available. Can operate board. Box 186B, B•T.

Personality, pop dj. First phone, ten years experience. Mature, presently chief-combo. Desires change, permanency. MS Speech. No Segueway. $100 weekly. Box 193B, B•T.

I'm good. Can prove it. Informal, low pressure personality. Experienced. Box 194B, B•T.

Experienced personality dj desires permanent position. Veteran, 26, single. Restricted ticket. Good sense of showmanship; promotion minded. Personable, hardworking, ambitious. B.S. Degree. Will travel anywhere. Write Box 200B, B•T.

California only. Experienced, married, announcer. Strong on dj and news. Present employer best recommendation. Available for personal interview first week in October. Box 205B, B•T.

Experienced announcers for new independent, in mountains of southeast. $75.00 starting salary. One country music personality desired. Write Box 206B, B•T.

DJ with format that can build and hold audience. Blocked in 15 minute segments, each segment features popular song by an artist plus other favorites by same personality. Appeals to adults and youngsters. 7 years experience. Desire position with future. Box 208B, B•T.

DJ—five years all phases AM-FM-radio-tv; strong on sales, production, characterizations; quality voice; mature; seeks progressive, permanent position. Box 211B, B•T.

2½ years, wants Florida, station you can be proud of, intends staying. Box 212B, B•T.

Put fourteen years experience in finest morning entertainment, highest ratings, to work for you. Proven successful and profitable background for consideration. Only those interested in far above average morning man need apply. Eastern coast preferred. Box 213B, B•T.

Staff announcer, experienced. Have car. All staff duties. Gaver, 16 East 4th Street, Frederick, Maryland.

Announcer, 4 months experience in Wisconsin, medium voice, all types of music. Prefer west, southwest. Reply: Bill Murphy, 3447 West 66th Street, Chicago 29, Illinois.

Adaptable radio personality, capable dj, strong on commercials and news. Heavy Army and Air Force experience on national nets ("This Is West Point' MBS, "Moods In Melody" ABN, others) and transcriptions shows ("Proudly We Hail", produced-hosted "Manhattan Melodies" 1200 outlets). Network voice, BA in broadcasting, and seven years overall experience. Married, 27, out of service and available end of January. Prefer northeast or west coast. Tape, photo, resume: Ralph Rowland, Recruiting Publicity Center, Governors Island, New York 4, N. Y.

Situations Wanted—(Cont'd)

Technical

Chief engineer: First class license: Years of experience. Installation, operation, maintenance and trouble shooter specialist. Exceptional references. Box 175B, B•T.

Engineer. Experienced, first phone, college, wants C. E. or combo, east. Box 179B, B•T.

Installation and maintenance engineer wants permanent job southeast. Sober, dependable. No announcing. Box 187B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

First phone, experienced construction, modernization and maintenance, any power. Good news delivery, fair country dj. College graduate, 42, have tools, test equipment, transportation. C. G. Huey, Perry, Ga.

Production-Programming, Others

DJ in major market desires to PD in smaller market, 1st phone. Box 999A, B•T.

Program directorship wanted, family, 5 years radio, 2 television, employed. Box 150B, B•T.

TELEVISION

Help Wanted

Sales

Southern vhf, major market, major network has opening for good local regional sales manager. Salary above average, excellent commission set up with opportunity for advancement to national sales manager for the right man. Prefer southerner. Give all details in first letter. Box 168B, B•T.

Local and regional salesman for television station in North Carolina. VFH primary network affiliation. Guaranteed salary and percentage override. Availability desired before September 25. Box 158B, B•T.

The B'G MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC **commercial** (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire **licensed** technicians.

Grantham Training Does the Job

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 14-A

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

TELEVISION

Help Wanted—(Cont'd)

Announcers

Sports announcer double in staff or sales. Midwest vhf excellent market. Send tape, picture, resume to Box 198B, B•T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Immediate opening staff announcer. Send full details, picture and tape to Manager, KTIV, Sioux City, Iowa.

Technical

Wanted: Tv transmitter supervisor for maximum power vhf high band station. Installation and maintenance experience necessary. Supervisory experience preferred. Location in southeast. Salary open. Box 160B, B•T.

Chief engineer wanted for southwest state university educational tv station, immediately. At least three to five years previous tv engineer experience desirable. Send resume, references, educational background to Box 162B, B•T.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Newspaper owned vhf in good market needs news director. Must be good newsman and strong air personality. Send photo and tape or audition film, resume, expected starting salary to Box 145B, B•T.

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

TELEVISION

Situations Wanted

Announcers

Top flight announcer desires top flight position. 6 years radio-tv. Box 157B, B•T.

Announcer. Now free lance. Chicago area. Want permanent position. Network voice and appearance. Tape, resume, pix and references on request. Box 167B, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced weathercaster can also do news and pitches, announcing and on-camera appearance A-1. Box 170B, B•T.

TV announcer-plus. Presently employed in major market, wants tv announcing spot. Also well grounded in sales, promotion, production. College grad., veteran, solid citizen. Box 183B, B•T.

Technical

Engineer-announcer experienced in am, fm high power, design, maintenance. Box 149B, B•T.

Top am broadcast engineer would like to break into tv. Prefer southeast. Box 188B, B•T.

Production-Programming, Others

Program director, production manager, director from medium market lured into sales; desires to return to production. Experienced from broom to bridge to executive's desk. Family; B.S. Degree. Box 104B, B•T.

Talented tv announcer-director-weatherman cartoonist desires advance to larger market. Four years tv. Presently employed. Box 126B, B•T.

Need big ideas for your local operation? Two young men, currently employed by network, want to be production team with local tv station. Have lots of resumes, tapes, films, formats, etc. Resumes free to first 100 men who answer this ad. Box 164B, B•T.

Canadian radio tv newscaster (28) five years radio, two tv desires position metropolitan U.S. or Canadian market. Box 173B, B•T.

Experienced program director—versed in all phases of television, available Sept. 15. Non-drinker, college man, married. 5½ years experience television. Box 178B, B•T.

Film editor-director. Film booking and department experience. Experienced in 16mm news photography. Versatile, creative, reliable. Employed. Wishes to relocate. Box 182B, B•T.

Director-cameraman, family, conscientious, creative. 4 years experience all phases production. Presently employed top basic. Desires more opportunity. Box 197B, B•T.

Tv promotion—eight years experience in all phases, sales and audience promotion and merchandising. Now available to take over as your promotion director. Box 202B, B•T.

FOR SALE

Stations

For lease fm good music station in metropolitan market. Several years in operation. Low monthly lease terms to the right party who has character, ability and is willing to work. Box 127B, B•T.

For sale, 500 watt Texas daytimer. Billing $50,000. Netting $14,000. Single station market expanding rapidly. Want to quit. Box 209B, B•T.

FOR SALE

Stations—(Cont'd)

Florida major market, $250,000, total price. 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Georgia monopoly market station $42,000, total price. $25,000 asking down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Metropolitan, industrial market with limited competition. $90,000, total price, liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta or 17 East 48th, New York.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

1 kw REL fm transmitter, monitors, two-bay Andrew multi-V antenna 91.7 mc 410′ 1⅝″ Styroflex coasx and 400′ Blaw-Knox guyed tower. Box 159B, B•T.

One Stancil Hoffman M-5A minitape in good condition, includes battery charger and spare battery (less electrolyte) and microphone. $150. Box 161B, B•T.

For sale—Used 5 kw AM transmitter Western Electric 105C with crystal for 740 kc complete. Make offer, must move immediately. P. O. Box 275, Richardson, Texas.

Trans-Lux news sign in excellent condition at half original cost. Outstanding promotion for major or tourist market. Write or wire today for full details, WMSC Radio, Columbia, S. C.

Andrew 3⅛ inch coax line. 960 ft. with bends, gas barriers, hangers. Never used. Contact WSOY-FM, Decatur, Illinois.

Fairchild recording Lathe turntable and amplifier $200. GE Diamond Stylus Heads $5. ARTEL, 5724 Market, Phila.

For Sale: 5 kw Western Electric transmitter, excellent condition, water-cooled, can be converted with modern air-cooled tubes. $1,500.00 as is, where is. Midwest Broadcasting System, Farmington, Missouri.

We have for sale 1 type 78 Wincharger used tower complete, 2 new type 101 Wincharger towers 200′ complete, 1 used type 101 Wincharger tower 200′, and 1 three-legged self supporting tower 175′. We will also erect these towers on site in N. Y., N. J., or any one of the New England States. For rates please call New England Tower Service, Brandon, Vermont, telephone 80.

250 watt transmitter and frequency monitor. $650. Contact Hill. Tulsa Studio Productions. Wright Building, Tulsa, Oklahoma.

WANTED TO BUY

Stations

Radio station in good market. Anywhere in United States. Prefer west coast, but open to negotiation in other areas. Confidential. Quick action on all replies. Box 148B, B•T.

Successfully experienced manager wants to option or lease station pursuant to purchase in three to six months. Box 192B, B•T.

Radio executive will buy one or two small New England stations. No brokers. Offers strickly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin, Broker, Tulsa.

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin, Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Negotiations

NOTICE

Management

Appraisals

CHANGE OF ADDRESS

Placement

In order to better serve our clients and friends in the broadcast industry, we are moving to new headquarters on September 11th 1957.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

WANTED TO BUY

Equipment

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 146B, B•T.

Seeking all or control of am station. Will personally manage. Box 191B, B•T.

Studio unit for Gates type RCM-14 remote control equipment. Box 217B, B•T.

Building mobile unit. Have truck-need used 2-way gear. What have you that's priced right? Contact Jack Garrison, Chief Engineer, WBOF, Box 36, Va. Beach, Va.

Will buy used Presto 10-B turntable. Name bottom price. Malone Recorders, P. O. Box 567, Greensboro, N. C.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

HELP WANTED

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

Announcers

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

Production-Programming, Others

California radio traffic continuity position. KSBW radio the top station in the central coast of California has an opening for a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience, and references, as well as photo in first letter to **KSBW, P. O. Box 1651, Salinas, California.**

TELEVISION

Help Wanted

Management

PROMOTION MANAGER

WANTED

with tv experience for a mid-western network basic station in a major metropolitan market. Box 968A, B•T.

Production-Programming, Others

We need a copy writer for tv. Can you sketch a slide layout for a sales pitch—with copy to match? Do your words sparkle and sell? If you can, we're interested in knowing more about you. Send us your "package" including recent photo. Will pay well if you're what we want. **Program Manager, WABT, Birmingham.**

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

PROMOTION WITH A FUTURE

If you've been waiting for a promotion department ready made for your talents, this is it! We need a capable, eager and energetic man ready to step into an established promotion department of one of the country's most respected multiple property operations. This VHF CBS station is head and shoulders above competition and you can help keep it there. Pleasant midwest community and solid ownership with all employee benefits gives assurance of stability for your future. Please outline complete background with foto.

Box 215B, B•T

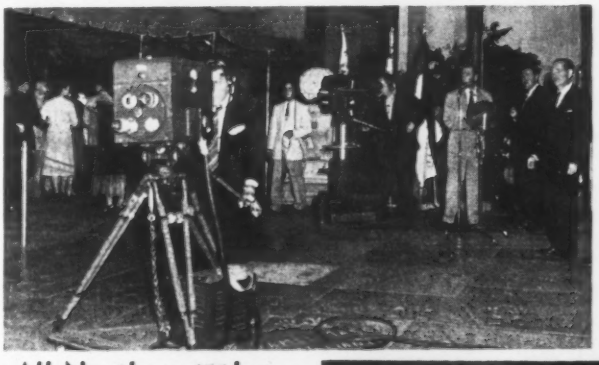
Situations Wanted

LIVE TV??

Husband Wife team escaping film! 5 years major TV markets. Personal interview.

Box 195B, B•T

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television–Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 1 CONFERENCE
VAN CURLER HOTEL
SCHENECTADY, NEW YORK

Equipment

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, N. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Daniel J. Korman,** vice president-treasurer, Cabell Eanes, Richmond, Va., elected president and treasurer, succeeding **Joseph C. Eanes,** founder of agency, who has sold his interest in company. Mr. Korman joined agency in 1947 and was elected vice president-treasurer in 1955.

◄ **F. Whitton Morse,** secretary of Cabell Eanes, named executive vice president and secretary of agency. Mr. Morse joined Cabell Eanes in 1951 as director of public relations and later became account executive and account supervisor. He was elected secretary in 1955.

Lawrence J. Jaffe, formerly vice president and director of research at Erwin, Wasey, N. Y., to Kastor, Farrell, Chesley & Clifford Inc., same city, as senior vice president and marketing-research director.

Lloyd E. Borg, vice president-account manager, Bozell & Jacobs, Minneapolis, named administrative vice president. **Orland Johnson,** account supervisor for B&J, named vice president.

Robert A. Haumesser, Honig-Cooper, San Francisco, named vice president and copy chief for all print and broadcast advertising. **Robert Akey** named account executive for Leslie salt and **Harold Ford,** assistant account executive for Avonset.

◄ **Hendrik Booraem Jr.,** vice president in charge of new business, C. J. LaRoche & Co., N. Y., has joined Ogilvy, Benson & Mather, same city, as vice president of radio and television. Formerly national program manager of MBS, Mr. Booraem joined McCann-Erickson as vice president of tv-radio programming in 1949, resigned in November 1955 to go with LaRoche as vice president of radio-tv.

Lester F. Lilliston, account supervisor at Earle Ludgin Co., Chicago, elected vice president.

Floyd E. Weidman, general executive, WEWS (TV) Cleveland, Ohio, to Hubbell Adv. Inc., same city, as vice president and account executive. He had been with WEWS for 10 years and with parent company, Scripps Howard, for 16 years.

◄ **Joe H. Langhammer,** marketing - merchandising executive, D'Arcy Adv., Detroit, to Powell Adv., same city, as vice president. Before joining D'Arcy, he was executive vice president and general manager for Ralph Sharp Adv., Detroit.

Charles Beacham elected vice president of Ford Motor Co., Detroit, and assistant general manager of Ford Div. He had been Ford Div. general manager since February 1956.

Peter J. Fluge, formerly advertising and promotion manager of Owens-Corning Fiberglas Corp., to Wentzel, Wainwright, Poister & Poore Inc., Chicago, as vice president.

Phelps H. Adams, director of public relations and assistant to the chairman of board, U. S. Steel Corp., named vice president of public relations.

Leslie E. Parkhurst, director of marketing, A.S.R. Products, and **Morton D. Weiner,** executive vice president of Com-Air Products Div., promoted to vice president and director of marketing and vice president and chief operating officer of Com-Air, respectively. **Thomas J. Sheehan** and **William P. Kerr,** both with A.S.R.'s manufacturing division, Staunton, Va., plant, named manager of operations for Com-Air and plant manager of Lightfoot Co., Hoboken, N. J. (A.S.R. subsidiary), respectively.

J. Lawrence Sherk, sales manager of Frank H. Lee Co. (manufacturer of Lee and Disney hats for men), Danbury, Conn., and **George M. Rickus,** manufacturing director, promoted to vice presidents. Mr. Sherk continues in sales and Mr. Rickus assumes production responsibilities.

Wilson Edwards, vice president and general manager, KSDO San Diego, to Breast-O'-Chicken Tuna Inc., San Francisco, executive staff.

Harold I. Seltzer, formerly vice president of White Frost Chemicals Inc., to Doyle Dane Bernbach, N. Y., as merchandising account representative.

Robert R. Burton, vice president and account supervisor at Needham, Louis & Brorby Inc., Chicago, for past four years, to Kenyon

AN engraved silver tray was given to B. I. Brownold, vice president and account supervisor, Grey Adv., New York, at an anniversary dinner held last month to celebrate his 35 years with the agency. Above, Mr. Brownold receives the tray from Lawrence Valenstein, Grey chairman of the board.

TIME FOR A CHANGE

Bernie Singer, timebuyer for Cohen & Aleshire, New York, reasons that if the agency business causes ulcers for many of its practitioners, he might be of greater help to mankind by curing them. So, he is leaving his profession to start medical studies at New York Medical College. A physics graduate from Tulane U., Mr. Singer also holds a masters degree in radio and tv from Syracuse U.

& Eckhardt, as manager of its Chicago office.

Sidney L. Gordon, formerly regional manager for portable appliances, Westinghouse Electric Corp., and sales promotion manager of Hyland Electrical Supply Co., to Erwin, Wasey, Chicago, as merchandising director.

H. A. (Ben) Eastman, advertising copy chief, Carrier Corp. (manufacturer of air conditioning, refrigeration and heating equipment), Syracuse, N. Y., to Sidney Clayton & Assoc., Chicago, as creative director.

Webb Thomas Jr., Winius-Brandon Adv., St. Louis, to Gardner Adv., same city, as assistant group supervisor in media department. **Edward J. Doney Jr.,** formerly in public relations and advertising with Illinois Bell Telephone Co., to Gardner as copy contact in agency's industrial creative group and **Ronald T. Levy,** formerly officer in U. S. Air Force, named research assistant in Gardner's research department.

Mary Ferriter, media manager, Botsford, Constantine & Gardner, S. F., to Guild Bascom & Bonfigli, same city, as media director. She will work on Breast-O'-Chicken, Max Factor and Heidelberg accounts.

Robert Witte, advertising director, American Latex Products Corp., to Carson-Roberts Inc., Los Angeles, as member of agency's industrial and electronics accounts group.

Robert E. Crihfield, service manager at Leo Burnett Co., Chicago, appointed field account executive. **Robert J. Rowe,** cartoonist at Burnett, moves to its tv staff.

Bill Erin, formerly with J. Walter Thompson Co., to Needham, Louis & Brorby Inc., Chicago, writing staff. **Helen Kane,** William Esty, same city, and **Joseph Benge Jr.,** M. M. Fisher Assoc. Adv., to NL&B copy staff.

Howard W. Rapport, 49, radio-tv commercial supervisor at Tatham-Laird Inc., Chicago, died at his home Aug. 31.

NETWORKS

◄ **Simon B. Siegel,** treasurer, American Broadcasting-Paramount Theatres Inc., elected financial vice president. Mr. Siegel has been treasurer of AB-PT since 1953.

John Pearson, formerly program consultant for Katz Agency, to American Broadcasting Network stations department, as program executive.

Eugene H. Alnwick, formerly with Burke-Stuart Co., N. Y., to Mutual as account executive.

Jule Styne, producer-composer, has signed to serve as executive producer for first four or five programs of hour-long *Eddie Fisher Show* premiering on NBC-TV Oct. 1. Mr. Styne will have to leave Fisher program later in fall to start work on "Say Darling," which he will produce on Broadway in January.

Ben Starr, writer of motion pictures, plays, pilot films and special material for night club entertainers, named head writer of ABC-TV's *Guy Mitchell Show*.

Art Linkletter, CBS-TV Hollywood, star, named Honorary Mayor of Hollywood by Hollywood Charitable Foundation, representing film capital's 10 top service clubs.

Alec S. Nyary, 42, column editor for NBC press department, died in New York Aug. 31 of hepatitus.

Jack Cusick, 54, former script writer at CBS and for leading radio comedians (Eddie Cantor, Jimmy Durante, etc.), died in Chicago Aug. 26.

FOR A HAPPY PRESENTATION
The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.
Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!
So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve.
Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best...35mm service, too!
you'll see
and hear
PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.
In everything, there is one best . . . in film processing, it's Precision

TALENT HUNT

Robert S. Lawrence Productions Inc., New York, producer of tv filmed commercials, announced last week it is starting a search for new talent for the commercial field. Starting today (Monday), Audrey Sammons, casting director, will become a roving talent scout, seeking "new faces" in and around the New York metropolitan area. Miss Sammons will visit Broadway showplaces, off-Broadway theatres, dramatic and dancing schools and model agencies.

FILM

Glenn Fannin, formerly on executive sales staffs of Italian Film Export & Distributors Corp. of America, to NTA Pictures Inc. as south central division sales manager.

William R. Rosenberg, most recently with sales and promotion department of Greater Mississippi Investment Corp., Jackson, Miss., and former account executive and assistant manager of WFTW Ft. Walton Beach, Fla., to Magna Film Productions Inc., Watertown, Mass., as sales promotion director.

George Bilson, 20-year veteran in film production-direction, signed by National Telefilm Assoc. as producer-director for 39-program series *George Jessel's Show Business.*

George Carlso, MCA-TV, Boston, to Gross Krasne Inc., Chicago, sales staff.

Rosemary Ashton, former editor with *Better Living* magazine and freelance stylist and fashion consultant, to Transfilm Inc., N. Y., named to newly-created post of stylist, and will be available to advertising agencies in pre-production planning of tv commercials.

David V. Picker, United Artists Corp. sales promotion executive, father of girl, Caryn Anne, Aug. 31.

STATIONS

◄ **Jim Coyle,** commercial manager, KWKW Pasadena, Calif., to KALI, same city, as general manager. **Virginia O'Laughlin** promoted to assistant manager of KALI.

Bill Fox, general sales manager, KFMB-TV San Diego, promoted to station manager.

◄ **Kenneth Berryhill,** local sales, WMCT Memphis, Tenn., to WMOX Meridian, Miss., as manager. He also has been associated with WSM-TV Nashville and WCBI Columbus, Miss.

Gene Lewis, formerly station manager of KCEN-TV Temple, Tex., to KFDA-TV Amarillo, Tex., as sales manager. **George Davis,** formerly with Da-Cal Sales Co., Aurora, Ill., joins KFDA-TV local sales staff.

Lee Kennedy, announcer, WRRR Rockford, Ill., to WCDT Winchester, Tenn., as chief engineer-program director-announcer.

Bill Dean, announcer, WWL New Orleans, to WWL-TV as production supervisor.

Paul A. Hill, production supervisor, WWTV (TV) Cadillac, Mich., named program director.

John Babcock, newscaster, KLAC Los Angeles, to KDAY Santa Monica, Calif., as news director.

Harold (Red) Hageman, news editor, WCUE Akron, Ohio, named news director. **Bill Steffy,** WCUE news editor, transfers to WICE Providence, R. I., as assistant news director. WCUE is affiliated with WICE.

Allan Moll, veteran of 17 years in Salt Lake City, Utah, radio-tv news and special events, to KALL, same city, as news and special events director.

Lawrence Eisenberg, former publicity director and feature writer for WABD (TV) New York, to WABC-AM-TV, same city, as director of public relations.

Phyllis Seifer, CBS public affairs secretary, to WPIX (TV) New York as assistant to director of advertising research and sales promotion.

Jean Underwood, copy department, KWWL Waterloo, Iowa, to KICO Calexico, Calif., as office manager and "girl Friday."

Monty Montcrieff, KBIZ-TV Ottuma, Iowa, to WEW St. Louis, Mo., sales staff, succeeding **Dick Friend,** who transfers to sales department of WKYB Paducah, Ky. Both stations are owned and operated by Bruce Barrington.

Marvin H. Astrin, formerly with Tatham-Laird, Chicago, to WGN, same city, sales staff.

Bob Baker, program director, KFQD Anchorage, Alaska, to KXO El Centro, Calif., as announcer-salesman.

Bill Baker, announcing staff, WEAV Plattsburg, N. Y., to WHBI Newark, N. J., as announcer and co-producer of *U. S. A. Show.*

Herb Kenny, former member of "The Ink Spots" quartet, to WMAL-TV Washington for its *Saturday Show.*

George M. Martin Jr., director of newsfilm project and tv consultant, Fund for the Republic, to KRON-TV San Francisco as newscaster for *Chronicle News* program.

Red Blanchard, disc jockey, KCBS San Francisco and formerly with KFOX Long Beach, Calif., to KPOP Los Angeles as morning personality.

Danny Shaver, co-owner of WAGR Lumberton, N. C., father of boy, Michael Glenn.

Selig J. Seligman, general manager of

Find the man* you want via B•T's classified pages.

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

KABC-TV Los Angeles, father of girl, Lucy Ann, Aug. 26.

REPRESENTATIVES

◄ **Austen G. Smithers,** formerly with Edward Petry Co. and before that radio sales manager for Headley-Reed, to John Blair & Co., N. Y., as account executive.

MANUFACTURING

◄ **Cecil J. Harrison,** sales manager, Allen B. DuMont Labs, mobile communications division, to Rixon Electronics Inc., Silver Spring, Md., as vice president.

O. H. Mackley, formerly technical service manager of military electronics division, Hycon Electronics, Pasadena, Calif., named vice president and general manager.

C. Graydon Lloyd, manager, technical products department, General Electric, Syracuse, N. Y., named general manager of company's specialty electronic components department.

H. R. Seelen, manager, color kinescope operations, Entertainment Tube Products, RCA, named manager of kinescope operations, covering both black-and-white and color picture tubes. **M. J. Carroll,** manager cathode ray and power tube marketing for same unit, appointed manager of marketing.

Dale O. Akridge, General Electric appliance and television receiver division, Louisville, Ky., appointed manager, advertising and sales promotion for GE's television receiver department, Syracuse, N. Y.

K. H. Coyner, formerly operating manager, Graybar Electric Co., Asheville, N. C., appointed operating manager, Norfolk, Va., plant; **E. H. Helms,** formerly office salesman, Charlotte, N. C., appointed operating manager at Asheville, and **F. D. Masten,** buyer and head of stock maintenance, Richmond, Va., appointed operating manager, Durham, N. C., effective immediately.

Bernard R. McCarthy, formerly signal engineer with New York Transit Authority, to Semiconductor Div., Sylvania Electric Products Inc., Woburn, Mass., as sales engineer.

Patrick A. Calobrisi promoted from assistant service director and training manager to national director of consumer products service at Motorola Inc., Chicago.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Charles W. Breunig, with RCA since 1936 in various administrative capacities and recently administrator, wage, salary and compensation for RCA Service Co., Cherry Hill, N. J., appointed administrator of labor relations, RCA Electron Tube Div., Harrison, N. J.

PROGRAM SERVICES

Jack Bregman, Bregman, Vocco & Conn Inc., N. Y. music publishing firm, elected director of American Society of Composers, Authors & Publishers to fill unexpired term of **Bernard Goodwin,** resigned.

PROFESSIONAL SERVICES

◄ **H. W. (Dutch) Cassill,** 25-year veteran of broadcast and newspaper industries, to Blackburn & Co. (media brokers), Washington, as associate. He will headquarter in company's Chicago office and his primary area of operations will include midwestern and southwestern states west of Mississippi River. He is resigning as manager of KTRI Sioux City and will sell his interest in KQUE Albuquerque, N. M., where he has served as president and general manager.

Edward Bleier, formerly ABC-TV account executive and most recently principal in Commercials Performance Index Inc. (tv viewing research company), to Tex McCrary Inc., N. Y. public relations firm, as vice president. He also will continue as director of CPI.

GOVERNMENT

Mrs. Merrill Towne Glaser, associate radio-tv director of Crusade for Freedom's Public Information Dept., given additional assignment as radio-tv director of U. S. Committee for United Nations.

INTERNATIONAL

R. R. McIntosh, immediate past president, Assn. of Canadian Advertisers, and vice president of General Foods Ltd., Toronto, named vice president and assistant general manager of General Foods Ltd.

M. D. Dyck, sales manager of CHED Edmonton, Alta., named acting general manager.

EDUCATION

Prof. Charles E. Osgood, associate director of U. of Illinois Institute of Communications Research, named director.

Sid Cassyd, advertising manager and columnist of *Film World* magazine and founder and past president of Academy of Tv Arts & Sciences, will conduct class in "Television as a Communications Tool" at Los Angeles Junior College of Business this fall. Course will meet Thurs. 6:25-9 p.m., starting Sept. 19.

PERSONNEL RELATIONS

Nora Padway, television contracts administrator, Writers Guild of America, West, resigned.

NIGHTTIME
WSAZ-TV
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN

Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

EDUCATION

STUDY DEFLATES TV BUGABOO

- **Foundation finds tv is helping to build child character**
- **But it suggests ways medium can be improved for children**

Television is doing a good job of child character building but there's room for improvement.

This appraisal of the electronic era's latest gift to parents comes from an independent organization, Foundation for Character Building, Boston.

Endowed as a social project to raise the behavior level of children, the foundation has come up with a set of suggestions designed to promote tv's role in developing child character. The 60-page report is titled "Television for Children."

After three years of study, the foundation has appraised television's achievements and its character-building potential. Parents worried needlessly in tv's early days, the report notes, explaining that experience with the medium has set many early fears at rest.

Here's what the foundation says:

"Parents and educators have discovered that much of the television fare offered to children is of truly excellent quality, by moral, intellectual and esthetic standards."

Recalling the gloomy prophesies about video optical hazards, the report continues:

"We know now that tv does not damage children's eyesight, and that it seems to have little or no measurable effect upon a child's performance in school."

As to the gloomy forecasts that tv would keep children away from books, the report states:

"The circulation of library books to children has not declined since the advent of television, a reasonable indication that our children are not becoming illiterate. In fact, there are instances in which specific books and plays are in greater demand at the library after they have been presented on television."

What do parents think? The foundation finds:

"Parents almost universally approve of television for keeping children amused and occupied; they feel it has produced more harmonious homes."

Children spend 20 to 30 hours a week watching tv programs, according to the report. This time comes from hours formerly spent listening to radio, reading adventure stories, going to movies, sleeping and playing.

Tv has kept some children off the streets and has cut down the amount of time spent with other children, though the latter isn't necessarily a favorable portent, the report suggests. It balances arousing of the child's aggressive impulses and possible stereotyping of moral judgments against stimulation from new knowledge of distant places and world events.

In its 60-page report the foundation details the findings of a three-year inquiry that involved leading educators as well as representatives of civic agencies and broadcasting. The idea developed at a conference held in 1954 by the Boston U. School of Education, under foundation auspices.

The foundation is financed in a bequest by Solomon Agoos, who stipulated that the funds be used in connection with popular education and moral values, particularly children. The Boston U. project included a planning session in which 34 representatives or organizations and business groups participated.

In general, the report says, broadcasters must be guided by common sense, a feeling of responsibility and a knowledge of children's problems when they program to those between the ages of 2 and 12. It suggests program producers can become too anxious to avoid conflict or criticism, fearing to experiment with new programs.

Basic purpose of the report is to provide guideposts to probable reactions and interests of child viewers. The foundation hopes the report "will aid station managers in making their decisions and selections with respect to programs they broadcast, and perhaps add to parents' understanding of children and of television for children."

Results of the study are summarized in a series of things "to have" and "to avoid" in connection with tv programs for children.

The master of ceremonies, the report specifies, should be someone who "can project warmth and sincerity; can be himself; has masculine or feminine appeal; appears low-pressure, moving at a slow pace within children's attention span, and has previous experience working with children."

The "to have" requirements specify child performers who are "at ease, natural, relaxed in appearance; average or above average in ability, but not markedly superior: child actors if they can still be children, or unsophisticated youngsters if the m. c. can relax them." Questions should be open-end, creating more depth in the child for the benefit of the audience.

Finally, the "to have" section advocates fan clubs that lead to constructive activity such as art or craft work and offer good amateur performers.

Next come the "to avoid" specifications. First to be avoided in the m. c. group are "effeminate men or masculine women; one who is sarcastic, patronizing or talks down to children; a sophisticated, high-pressure, rapid speaker; attempts role-taking that is

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

This "office boy" travels 25 ft. per second

Here is a jet-propelled communication system that delivers messages and bulky paper work . . . sends samples, medicine, nuts and bolts . . . from desk to desk, office to plant—in seconds.

Airmatic Systems Corporation, an associate of International Telephone and Telegraph Corporation, has brought the magic of automatic dial telephone switching to the pneumatic tube carrier. You simply dial the destination on a standard telephone dial and the rugged, jumbo-size carrier is automatically routed to the right station.

For a bank, hospital, business or factory . . . the simplified "special delivery" services provided by an IT&T automatic selective pneumatic tube system will speed communication, move orders and materials faster, save miles of walking . . . for continuous, instant, dependable 24 hour unattended service.

IT&T

INTERNATIONAL TEL AND TEL

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.

For information about *automatic* selective pneumatic tube systems write to Airmatic Systems Corporation, an associate of IT&T, Fairview, N. J.

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

ONE OF THE FIRST 100 MARKETS

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS
REPRESENTED BY AVERY-KNODEL, INC.

EDUCATION CONTINUED

obviously false; sounds like the announcer of commercials."

Child performers should be avoided if they are "uncomfortable or afraid; geniuses or show-offs or too obviously coached by their parents; exploited by the m. c. to appear better than they are, made to look ridiculous, made the butt of jokes; inept amateurs; ask yes-or-no questions during introductions, failing to create any appeal or identification in the viewing audience."

Also to be avoided are fan clubs which "in the studio audience become the object of ridicule; provide for no participation by members, and present unskilled fans."

Taking a practical look at the broadcaster's problems, the foundation's report observes that live remotes are usually too expensive to be utilized for children's programming by the local station, explaining many studio programs can be produced for the cost of one remote. The networks and some larger stations, it is added, have produced "some particularly valuable programs from zoo, harbor, railroad yard and other interesting points about town."

The report says, "Violence, aggression, suspense, mystery, confusion, fear and even noise are not necessarily undesirable" since the present era is described as "a violent, confused, anxious time—and it is the business of art to reinterpret and give expression, perhaps meaning, to all aspects of experience." These should be used "not as ends in themselves but in counterpoint with other more affirmative moods, emotions and tensions, and always with restraint, good taste, simplicity, clarity, understatement—and, above all—to use them to make a point which underscores and develops the central or basic theme or idea of the program."

The report emphasizes that "it is the activity which appeals to children, not the violence."

AWARDS

N. C. AP Awards Presented To 29 at Annual Banquet

The North Carolina Associated Press Broadcasters presented 29 awards for excellence in news last Tuesday at its annual banquet. WGAI Elizabeth City took the WBT Cup for cooperation in news protection, presented by the Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, WBIG Greensboro, WBTW [TV] Florence, S. C.) and held last year by WAIR Winston-Salem.

Stations and individuals were recognized for specialized types of news in metropolitan and non-metropolitan markets. They were:

Metropolitan Division

State and local news—Scotty Rhodarmer, WWNC Asheville, superior; Cal Rains, WIST Charlotte, excellent; Kelley E. Lee, WMSN Raleigh, meritorious.

Comprehensive—Phil Ellis, WPTF Raleigh, and Jack Knell, WBT-WBTV, superior (tie); Lex Diamond and Paul Mason, WSSB Durham, excellent; Kernan Wright, WFAI Fayetteville, meritorious.

Commentary—Sam Beard, WPTF, superior; Jim Patterson, WBT-WBTV, excellent; Gladys Lavitan, WIST, meritorious.

Farm news—Scotty Rhodarmer, WWNC, superior; Smokey Ward, WAIR, excellent.

Special events and documentary—J. B. Clark, WBT-WBTV, superior; Mike Lang, WFAI, excellent; Bill Anthony, WEED Rocky Mount, meritorious.

Sports—Jim Reid, WPTF, superior; Phil Agresta, WBT-WBTV, excellent; Larry Keith, WIST, and Jimmy Wynne, WAIR, meritorious (tie).

Non-Metropolitan Division

State and local news—C. E. Peacock, WBBB Burlington, superior; Jack Aulis, WGAI, excellent.

Comprehensive—C. E. Peacock and Ed Brooks, WBBB, superior; Howard McCurry, WEGO Concord, excellent.

Commentary—E. Z. Jones, WBBB, superior; Jack Aulis, WGAI, excellent.

Farm news—Swindell Lowery, WGAI, superior.

Sports—Morty Schaap, WBBB, superior; Jim Woods, WGAI, excellent.

AWARD SHORTS

Dean Allen Watkins, professor of electrical engineering at Stanford U. and associate director of Stanford Electronics Labs., named recipient of 1957 Electronic-Achievement Award of seventh region, Institute of Radio Engineers. Award was for his "basic contributions in reducing noise in microwave electron tubes."

KLZ-AM-TV Denver received U. S. Dept. of Defense award for cooperation in military reserves program.

Art King, news and public affairs director, WEEI Boston, received citation from American Cancer Society for his aid and interest in cancer.

Margaret Mary Kearney, education director, WCAU Philadelphia, received "Woman of Achievement Award" from Business & Professional Woman's Club of Philadelphia.

John Michaels, morning personality, WOKY Milwaukee, received "Millie" award for "outstanding public service" from Milwaukee Music Industry. Award is given to disc jockey judged to have performed unusual public service work both on and off air.

R. Jack Scott Inc., Chicago, received U. S. Treasury Dept.'s distinguished service award for "leadership in building security for the people and the nation through U. S. Savings Bonds." Agency has contributed local station announcements since 1941 and has mailed them to every radio station three or four times each year.

WAKE Atlanta, Ga., presented distinguished service plaque from Young Men's Christian Assn. in appreciation of "extensive promotion of YMCA services and its centennial development program."

Bill Sopher

The customer is always right—and frequently pampered

"DRIVE INTO ANY Union Oil station in the West and you'll get a sample of what we call Minute Man Service.

"In 4½ minutes your oil, water, battery and tires are checked, your windshield and rear window cleaned, your gasoline tank filled, and your receipt handed you.

"But that's routine. It's the Minute Man's service beyond the call of duty that we keep getting fan mail about.

"For instance, the dealer in the small town who located a tenant for his customer's vacant house.

"Or the dealer in the suburb who babysat so his customer could go to an important dinner meeting.

"Or the dealer who fixed his customer's washing machine when she couldn't get help on a Sunday.

"Or the dealer who shopped for his customer's groceries and delivered them to her house.

"YOU'RE IN BUSINESS NOT FOR YOURSELF, BUT FOR YOUR CUSTOMERS."

"Exceptions to the rule? Not at all. Our files are full of letters recounting incidents like these.

"I take special pride in them because I'm one of the men at Union Oil whose job it is to train these dealers. We help them in every way we can to get the Union Oil idea: The only way to stay in business for yourself is to be in business for your customers."

* * * *

No small part of our reputation for having America's finest service station system is the quality of the men who operate them.

They are all individual business men. Like us, they compete for a living. That's why it's very likely that their service will continue to be as good as their gasoline.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

THIS CLASSROOM ON WHEELS KEEPS MINUTE MEN UP TO THE MINUTE

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

HOW AND WHY NBC HAS CHARTED ITS

Network tv possesses more vitality than ever; network radio has moved into a

What's ahead for NBC and its radio and tv affiliates? Some of it will be discussed starting this Wednesday when the affiliates open three days of meetings at New York's Waldorf-Astoria. In anticipation, the editors of B•T interviewed NBC President Robert W. Sarnoff on the network's planning and thinking. The transcript follows:

A B•T INTERVIEW

Q: There has been a lot of talk that next season will be a season of westerns. How does it look on NBC?

A: As far as NBC is concerned, we will have, I believe, four tv shows that you could broadly categorize as westerns. This is less than 15% of our schedule. It's easy, but not correct, to apply the word westerns to anything that has a western locale or has somebody wearing a 10-gallon hat. We have a series coming up this fall called *Wagon Train*, an hour Wednesday night, 7:30-8:30 p.m., which uses the device of a wagon train traveling across country. As it stops in different cities, each becomes the setting for a dramatic story with outstanding guest stars. To me, from what I've seen of it already, this is a series in which the wagon train and the West are incidental to the dramatic quality of the stories. You can call it a western but I think it's a fine dramatic series.

I don't know the percentage of westerns on the other networks, nor do I know how many westerns there will be if you take all the programming of all the stations of the United States and all the films that have been sold by individual producers—perhaps there will be a lot. As far as NBC is concerned, we think we are in program balance. We have three or four really crack western shows—and that's it.

Q: Would you put the programs you were just talking about in the category of so-called bread-and-butter shows?

A: In a sense, they are that. They are designed for popular appeal, yet they are of high-quality from the standpoint of production values and performance. They've designed to reach the broadest possible audience but that is certainly not incompatible with quality.

Q: Overall, what will the viewer be getting that is better—I don't mean specific shows but in terms of programming, type of programming next fall compared to the past?

A: He will get a larger schedule of specials than ever before, and he will benefit from a better placement of specials in the schedule. We've learned a lot in the last two or three years on how to use the special shows and the kind of special shows to produce. Next season's specials should give a great vitality and excitement to the overall schedule.

Q: What are some of the biggest lessons you have learned in your experience with the specials?

A: The primary lesson we've learned is not to allow the specials to interfere with normal viewing habits. This is the reason we've gone from the old one-out-of-four pattern to a system of preempting no more than twice during the season in any one time period, with a couple of exceptions. This gives the viewer assurance his favorite show will always be there when he wants to see it, with two exceptions. And then he'll have plenty of advance notice on what's coming up, whether it's "Annie Get Your Gun" or "Pied Piper" or "Project 20." Another important development is that these specials will be scheduled in the time period best suited to the show content. Those that appeal basically to children will go early, those with more adult appeal will go later.

Q: How many specials do you plan?

A: We have better than a hundred now.

Q: Are these of varying lengths or hours?

A: They are half-hour, hour, hour-and-a-half and two hours.

Q: About how many advertisers now are associated with these?

A: More than 25. There has been a tremendous demand for this type of programming. In fact, we really have more demand for them than we have time available for them. It's an interesting development.

Q: What has brought on that development?

A: The specials serve certain purposes for major advertisers that perhaps regular programming doesn't. For Standard Oil celebrating its 75th anniversary or General Motors its 50th, or for Ford bringing out a new car, or for somebody else wanting to promote a particular product during a particular time of the season, the specials have great merchandising values. They also have great public relations values, or talked-about qualities, as contrasted to the week-by-week selling of consumer products such as soap or toothpaste or food. They still sell products but on a different basis.

Yet I don't want to leave the impression that the whole strength of the coming season is in specials. Our regular schedule has power, too. We have a lot of new shows which will be improvements over the past. The type of show they will be is not the important thing because substance is more vital than form. While somebody may decry the passing of a particular dramatic hour, they should withhold judgment—maybe its replacement will be an even better dramatic series.

In this connection, I don't feel that a season should be judged in terms of the excitement generated by new forms as much as it should be judged by the substance of the shows offered and how much the public enjoys them. One proof of the success of the past season was the fact that average viewing per set in the first quarter of the year was up over any previous quarter. If you couple that increase with the increase of set circulation, then you have more viewing that any other time in the history of television. Now if the people

RADIO-TV COURSE

a new, brighter cycle, Sarnoff says

didn't like what they were seeing, they obviously wouldn't watch. While you do get complaints, and obviously you should because this is one of your guides, the American tv public doesn't seem to be up in arms; rather, it seems to like what it's getting. And I think the viewers are going to like next season better than this season.

Q: Will your specials all be in color?

A: No, not all of them.

Q: You are going to increase the color substantially, though?

A: Yes, we are. Our color schedule for fall will represent a 67% increase over this past fall in terms of color.

Q: In terms of hours, what does that come to?

A: It averages two hours a day and some days as much as three and four hours, with heavy concentration on the weekends.

Q: Is that nighttime?

A: That's during the day and night. Our philosophy of color this coming season is to attempt to colorize the shows at night that will attract peak viewing audiences, mainly our live shows, for example, Steve Allen and the *Chevy Show* on Sunday night, Perry Como again on Saturday and the new *Hit Parade*.

Q: Are you getting more advertiser interest in color?

A: Yes, we're getting more interest on the part of the advertisers and we're getting considerably more interest on the part of advertising agencies, who are really beginning to come in. There are some very encouraging signs. J. Walter Thompson Co., for example, has installed a complete closed-circuit operation for color to show its clients their products as well as programs. I believe there are several other agencies that either have done it or are in the process of doing it.

Q: Does the advertiser ask for a figure on color circulation when he has a color buy?

A: Most advertisers going into color now are doing it to get experience with color generally and with color commercials particularly. Agencies want the same experience, and many also see in color right now a means of getting additional promotional and merchandising values.

Q: Does the network assist any agencies in developing color commercials or testing them?

A: Yes, we've been doing that the past few years and even now we have units that work with all color shows to give guidance in color quality and technical assistance in actually getting the color on the air—particularly in the area of the color commercials.

Q: Could you estimate what the percentage of network-produced television shows will be this fall on NBC?

A: It's not possible to give a meaningful figure because you get involved in definitions of what a network-produced show is. One area that is obviously strictly network is the news and special events area. In the entertainment area, you have producers on the network staff who help to produce a show although elements of the show are purchased on the outside. Then you've got shows obtained from the outside in which you assist in production or maintain creative control, and you have others where you don't. So there's no clear-cut picture.

Q: Would you say that there is a far more competitive picture in the supplying of program elements in television than there ever was in radio? In other words, more outside packages providing program units?

A: I would guess that there probably is, although if you go back to the days when the agencies were producing all the radio programs and figure out all the sources from which they got them, it's quite possible the picture hasn't changed. But there's no question as far as television is concerned; there has been an increase lately in the number of program sources.

Q: The network still has the majority control of the programs?

A: That depends on what you mean by control. The network still maintains control over the elements and composition of its total schedule—what goes into it and what doesn't. It must be the network because the only way you can provide a comprehensive, planned overall schedule—which, after all, is a function of a network program service—is through that kind of network control. Otherwise, we might end up with all westerns or all something else, which we don't and won't permit.

Q: Going back to color for just a moment, are you satisfied with the progress color has made in its acceptance among advertisers and by the public?

A: In this business you're never satisfied with progress. No, I would have been happier if it had been faster. But I'm becoming satisfied now with the recognition that color is getting from advertisers. I think there are very definite signs of strong interest and understanding on the part of agencies and advertisers of the function that color can perform. And I think it's going to snowball. We're going to wake up someday and there are going to be a lot of sets all over the place and a lot of color programs and a lot of advertisers for them. It's going to happen, there's no question.

Q: What is your experience with uhf?

A: So far, so good. It's a lot of work and a lot of expense. But conversions in Buffalo have gone along nicely. It's a little early to tell about New Britain, but that's a good area market and I expect both stations to be very satisfactory operations.

Q: How has the proportion of conversions in Buffalo grown since

you've taken over?

A: It's close to or slightly more than double.

Q: Lets change to radio for a minute. A couple of years ago you told us you were sure radio was going to start upward again and it has certainly been justified. How does it look for network radio now?

A: I think that 1957 will go down as the year in which network radio turned the bend. There has been a renewed interest in network radio by advertisers and this has translated itself into hard dollars in sponsorship. The new forms of network radio introduced in the last few years to adapt to changing circumstances are beginning to pay off.

I think radio has really gone through a 10-year cycle. Going back to 1948, which was its peak year, network radio began a steady year-by-year decline. Then this year the decline was halted and network radio started back. This year, the NBC Radio Network has improved its sales position every quarter over the preceding quarter, and over the comparable quarter of 1956—and that hasn't happened for a long time.

I can see network radio surviving to perform an enduring service, but there is one big IF—that IF is whether the stations continue to have the patience to go along with the networks until we reach the final plateau of stable, no-loss operations, which I'm sure we're approaching. Without the stations, we won't have any network—there is no question about that.

Q: Stations have seemed to be more patient lately or at least less vocal about their impatience, haven't they?

A: Not only less vocal about their impatience, but actually more patient. In the cases of the NBC affiliates, they have seen definite signs of an improved situation. The basic problem, as far as stations are concerned, is compensation. I think that this can be resolved. As the business increases and more revenue comes in, the dollars which the affiliates receive from the network will become more and more significant. And, in addition, certain devices which we developed will make it possible for the stations to have the benefit of the network service and at the same time derive revenue from that same service by local sales.

An example is our "no waste" policy. I think, as we keep moving in the direction we are following, that there will eventually develop a rate level, plus additional revenue opportunities for stations from network programming so that the network will be able to maintain its service and the stations will derive enough total financial benefits from their radio network affiliation to make it an important asset to them. But the key that will keep the spiral moving upward is clearance, which gives the network full national circulation to fill in the network time periods. There's no doubt in my mind that if we continue to develop this pattern and the stations continue, as they are, to improve clearances—that once more the network will have a fine operating base and the values of network service will be so great that affiliated stations will stand out like beacons in their communities.

Q: What are these key things that a radio network will always be able to provide that the stations themselves cannot provide?

A: I don't think stations can provide on their own a *Monitor* service, for example. Stations on their own can't provide a "Hot Line" service, or "News on the Hour." While they may be able to provide the form that "Nighttime" takes. I don't believe they can provide the program content that the network can. And while stations, in many cases, are doing an excellent job of local programming to satisfy the needs of their community, the plus that the network is able to provide must give a station a position in the community superior to a local competitor who lacks the combination of network and local programming.

ON SPECIALS & COLOR

". . . We've learned not to allow the specials to interfere with normal viewing habits."

". . . We really have more demand for [specials] than we have time available for them."

". . . Our color schedule for fall will represent a 67% increase over this past fall."

". . . I would have been happier if [color] had been faster. But I'm satisfied now with the recognition that color is getting from advertisers."

Q: At the present rate of improvement, would you venture an estimate on when the radio network would reach or pass the break-even point?

A: I'd rather not get specific on that point. But I can tell you that I see it. We have projections which indicate it's both possible and likely. But again, it depends primarily on the action of our affiliates. All the trends are favorable and with improved clearances, a break-even position is certainly in sight. I think our affiliates recognize the potential for them in an effective network service, and, also recognize that to realize this potential for themselves, they must enable the network to operate as a national medium.

Q: A couple of years ago you said that NBC was carrying the radio network at a substantial loss, a fact which I have seen in no congressional report.

A: The congressional inquiries never ask you about radio; they always ask about television.

Q: What is the situation now? Is it better?

A: It's improving. We're still operating in the red. I would hazard a guess that all the networks are operating in the red. The improvement in the NBC Radio Network in the last six months and the projected improvement for the next six months are quite dramatic.

Q: Does the owned and operated station revenue in radio cover the loss of the network operation in radio?

A: They operate as separate entities and we don't reveal the figures for either the radio network or the stations.

Q: I wonder if we could check on your new international subsidiary. I believe you announced the formation of that about the time you got back from Europe. What do you have in mind for the international operation?

A: We were getting a lot of inquiries from sources outside the United States. They came to various places in the company and it seemed the wise thing to centralize them. The first step in that direction was setting up the international department. As that department developed information on activities outside the United States, it became apparent that NBC could be usefully engaged in several of them. One of the first was in the area of station management. We now have a contract to manage a station in Wales and we recently concluded an agreement to assist in the setting up and the management of a station an oil company is building in Arabia. I think ultimately the two basic functions of the international operation will be to seek markets for our programs outside the

LOWEST RATES EVER ON WOAI

Today, as for the past 35 years, WOAI is the most powerful advertising influence in the great Southwest. Today you can reach more people for less money than at any time in our history — people who have more money to spend, more time to spend it.

BEST BUY EVER!

YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170!

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE *MONTHLY* LISTENING HOMES than San Antonio station #2

184% MORE *WEEKLY* LISTENING HOMES than San Antonio station #2

203% MORE *DAILY* LISTENING HOMES than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE

Represented Nationally by

EDWARD PETRY and COMPANY, INC.

United States and to assist in foreign station management.

Q: Do you or RCA have any financial interest in the station in Wales?

A: No. We have a management contract—there is no investment.

Q: Will you consider having financial interest in any stations abroad?

A: That's under study.

Q: But you don't have any?

A: No.

Q: The Hollywood feature film producers are finding a big market overseas for their products. In television film sales there is also a big potential, is there not?

A: I think there is undoubtedly a potential for television films in the foreign markets. As to how big it is, I believe it will take some time to get a true evaluation. There is no question that television is at a take-off point in a number of countries in Europe and, possibly, in South America. I think there is a question as to how much programming will be provided locally and how much will come from outside sources. Surely some American network programs of universal appeal will be eagerly sought. For example, we made some of our NBC operas available in Europe and I think there will be other shows received as warmly as they were.

Q: How big do you foresee the international operation as a percentage of your overall NBC operation?

A: It's too early to tell.

Q: This will be a two-way street, I presume. On the scene in Wales and elsewhere in Europe you will be able to showcase talent properties available there?

A: I think that that is possible but actually I don't know how much talent is available in Wales, for example. I think you have to range the whole world to find it and I think the whole world, in a sense, is your stage when it comes to television—particularly as the day approaches when we have international television.

Q: How much closer are we to having international television?

A: Every day brings us closer. I judge we ought to have it in some from within the next five years—it's quite possible. I feel we'll get it first by an exchange of programs on film or kinescope or tape—the ultimate being, of course, live pickup by cable or directly from the air or through the scatter propagation principle. It's still a little in the future but it's certainly coming.

Q: Washington has been active lately and in the Cox report of the Senate Commerce Committee there was a staff recommendation. One was that must-buys should be expressed in terms of dollars rather than the stations. What do you think of that?

A: It's a little premature to discuss the specific recommendations of a staff report which has not yet been adopted by the Commerce Committee. It was encouraging to find that both the Cox report and the Celler report recognized the great value of the network service and the public importance of having this serivce maintained. However, I'm not sure the recommendations they made would achieve that end.

Q: In June, Congressman Celler introduced a bill that would amend the Clayton and Robinson-Patman Acts to cover services rendered by independent contractors as well as commodities and goods. If that became law, apparently it would make it illegal for quantity discounts to advertisers. I think Rep. Celler mentioned in a speech in June that he was aiming this at the television network practice of giving discounts of up to 25% and over. Do you care to comment about that?

A: That question came up at the Celler hearings, where I testified. Our counsel actually summed up that point on a legal basis, but I think that in essence our answer is: We don't see how you can make services subject to the same kind of rules and regulations that apply to commodities. A network provides a service, not a product, and it's a service that depends on the performance of talent and creative people. Each program and each advertising operation is unique and has different values, whereas products are uniform. There's no comparison between them, and the law recognizes that fact.

Q: How would it affect advertiser plans if a bill like this should ever become law?

A: It would have a very fundamental effect on the whole advertising picture. I doubt whether you could pass a law that would eliminate the discount structure in broadcasting and not also eliminate it in magazines and newspapers and all other media. As a matter of fact, the proposed change in the law to cover services could affect the whole range of personal services, and not only advertising in all media.

Q: Do you think advertisers would fight such a bill?

A: I haven't discussed it with any of them so I don't know what their views are, but I assume they would.

Q: Some time ago you expressed an opinion on the value or the lack of value in Top 10 in the rating service in programming. Has there been any change in your thinking on rating services since that time?

A: The services—Nielsen, ARB and Trendex—when used for what they are meant to be used for, provide a very definite and most important service, which is to indicate trends over a period of time. I don't think it means anything to have a Top 10 Trendex or a Top 10 Nielsen. The important thing to me, for example, is the overall rating progress that NBC made this season—which all the services confirmed. It made no difference whether figures or percentages of change in the various services were precisely the same. All showed the tremendous improvement in NBC daytime

ON NETWORK RADIO:

". . . 1957 will go down as the year in which network radio turned the bend."

". . . This year, the NBC Radio Network has improved its sales position each quarter over the preceding quarter, and over the comparable quarter of 1956."

". . . All the trends are favorable and with improved clearances, a break-even position is in sight."

WSJS
television
WINSTON-SALEM
SELLS ON SIGHT
VIRGINIA
CHANNEL 12
NORTH CAROLINA
NBC AFFILIATE
for
WINSTON-SALEM
GREENSBORO
HIGH POINT
3,198,000 PEOPLE
IN THE BIG 75-COUNTY PIEDMONT
NORTH CAROLINA AND VIRGINIA MARKET
SERVED BY WSJS-TELEVISION
CALL HEADLEY-REED, REPS.

program ratings. All confirmed the improvement of NBC nighttime as compared to both CBS and ABC over the past season. They showed, in fact, that NBC was the only network whose national nighttime average had increased April to June as against October to December. Here there were no Top 10 fractions of points, just broad audience trends which were both useful and encouraging to us.

Q: Won't the fact that you're having so many specials tend to drive program payment onto more of a cost-per-thousand basis, circulation delivered?

A: I don't believe so. There'll always be some advertisers who must buy on the basis of cost-per-thousand. I don't think the specials are being bought that way, they're being bought for other values.

Q: In other words, the specials are being bought on their merchandising value and all of the many subsidiary values in addition to just plain circulation?

A: That is right. Obviously, they have to deliver enough circulation to justify the cost after you add in other values—such as merchandising, promotion, public relations and everything else. Their cost-per thousand might be higher than normal programming and still pay off for the sponsor. On the other hand, in some cases it could even be conceivably less, depending on how much audience that particular show attracts.

Q: From an operational standpoint, how is video tape working out and what are your prospects for it?

A: It's working extremely well and, depending upon delivery of additional units (we have three now), we would hope to be in position to use it to solve some of the problems of the six months daylight saving.

Q: What proportion of the schedule is now handled by tape?

A: It's on an individual show basis and I don't think there's any significant proportion on a permanent basis.

Q: As far as tape and color, you are using a lenticular film on the West Coast for playback of color programs. Initially there have been some bugs in the operation in difficulty of operation. Have there been improvements in that operation recently?

A: Yes, there have been considerable improvements. There have been some new optical devices developed and we're working with Eastman Kodak on different emulsions of the film.

Q: Have you had any reports on just how satisfactory these new developments you mention have been?

A: Each report that I get shows a considerable improvement both in the color and in the black-and-white quality to the point where it's quite an acceptable, satisfactory picture now.

Q: Of course, lenticular film has been considered a stop-gap until such time as full electronic tape with color has been developed.

A: Well, I think that is the ultimate answer, yes.

Q: Scraping up another point here which we had passed over earlier, the talent problem, the scarcity of top talent for guest appearances—it brings to mind the fact that the network now has outstanding quite a few contracts for talent which are actually producing now. What is the status of many of those contracts? Any chance that this talent will come back and produce?

A B•T INTERVIEW CONTINUED

A: Well, first I'd like to say we do not have many contracts with talent that is not performing. In a business such as this, you're always bound to have a certain number that at one time or another cease to perform either permanently or on a temporary basis. Actually, I think our record is quite good. Most of our major contract talent is performing this season.

Q: I thought there were possibly some hangovers from previous seasons with the contracts still in effect.

A: We have some. Where they don't perform regularly, they'll be performing guest shots.

Q: How are television sales going?

A: I'll be glad when the selling season is over. It has been a hard season.

Q: Can you tell us about that?

A: The selling season started a little bit earlier than usual in terms of programming requirements and programming information. And some of the bellwether sponsors moved fast in signing up. But later a general softening up seemed to develop which I'm sure was not unique to television. It reflected general economic conditions, I believe. I would say that the market has shown a softness which required some hard sell. But I think that's good for the industry to have to sell. I'm not worried about the general economic health of television.

Q: What percentage of your nighttime schedule is sold now?

A: We have a few periods still available but I certainly expect to be sold out in the near future.

Q: Are program costs still going up?

A: Some costs are going up. Overall, I don't see a substantial increase compared to a year ago. But we are like every other business in an inflationary economy and we have to face up to increased labor and material costs I think the special cost increase likely to affect us is in the area of guest stars and individual talent arrangements.

Q: In connection with your remark on guest stars and individual talent arrangements, may we presume that competitive bidding has forced up the price of your guest stars?

A: Yes. It follows the law of supply and demand that whenever a commodity is in shortage, the price rises.

ABOUT WASHINGTON:

". . . It was encouraging to find that both the Cox report and the Celler report recognized the great value of the network service and the public importance of having this service maintained.

". . . We don't see how you can make services subject to the same kind of rules and regulations that apply to commodities."

". . . I doubt whether you could pass a law that would eliminate the discount structure in broadcasting and not eliminate it in magazines and newspapers and all other media."

DETROIT and WWJ-TV

both built by..

BELIEVABILITY

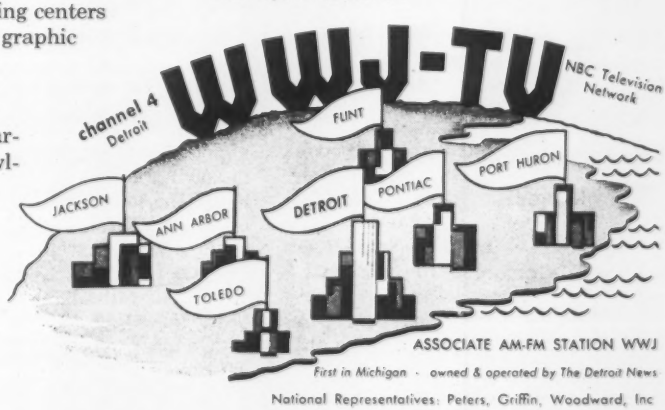
Mayor Albert E. Cobo, "sparkplug" of today's Detroit.

The beautiful City-County Building in Detroit's new Civic Center. Nearby are the Veterans Memorial Building, the Henry and Edsel Ford Auditorium, and the huge Exhibits Building—Convention Hall, under construction.

Always dynamic Detroit is busier than ever. Great new buildings are rising. Extensive expressways, shopping centers and other vast projects are under way. All provide graphic evidence of the unlimited faith Detroiters have in their city.

Faith in WWJ-TV is another notable Detroit characteristic—faith engendered by WWJ-TV's acknowledged leadership and emphasis on quality in every phase of television.

That's why seeing *is* believing to the great WWJ-TV audience—a priceless advantage to every advertiser.



ASSOCIATE AM-FM STATION WWJ

First in Michigan - owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc

RADIO, LIKE THAT GLASS OF WATER, IS TAKEN FOR GRANTED

During the recent newspaper strike in Boston, readers of some small time dailies were subjected to a barrage of propaganda belittling radio's ability to present news and advertising, according to Joseph G. Quill, station manager of WPEP Taunton, Mass. Mr. Quill, feeling it is radio's duty to counteract such tactics, broadcast an editorial Aug. 22 on radio news and service. Favorable comment was quick and plentiful from Boston agency and radio executives, who suggested that it be passed on to others. A condensed version of the air editorial follows:

Radio is the world's fastest purveyor of information. By its very nature it does a job peculiar to itself—because it *is radio*. It's not a magazine, it's not a newspaper—it's an electronic instrument that has access to every nook and cranny of this land—in the home, the automobile, at the beach or in the mountains—and it's outstanding ability is to present the sounds and happenings of our world *instantly*. It is geared to a world of speed, activity. Therefore its form is concise, to the point, uncluttered with extraneous details.

Radio's information is presented to the listener when it's most important to him. Think back to the attack on Pearl Harbor. The entire country knew of it within minutes —noontime on Sunday—not the next morning. Think back to the Fairbanks drownings, the serious forest fires and other local events. WPEP gave listeners an instantaneous word picture right from the scene. That is the nature of radio—immediacy!

People are hungry for information and entertainment. When they are deprived of any form of media they are quite naturally indignant or disappointed. However, no media enjoys an exalted or exclusive position. None can claim it is first in the hearts of Americans. One medium should not cast aspersions on another medium for not being able to imitate it exactly.

We repeat: Radio stations are not newspapers, television stations are not magazines, nor do they try to be. Why then the occasional sour grapes criticism by newspapers against radio and tv? Just human nature, a healthy competitive jealousy, and here and there perhaps even a secret wish that radio wasn't here at all.

We in radio like to scan the newspapers. By large they are a credit to the country. They do fulfill a need. But just think what it would be like if someday you turn on the radio in your kitchen, comb the dial and find nothing but silence. You hurry into the bedroom, try that set—and again silence, grab the portable out of the den—turn it on with the same result. In desperation you go to your automobile radio—it, too, is silent. Suddenly you realize no radio or tv stations are operating. You'd miss radio. For radio is like a glass of water you take for granted. . . . When radio is gone your thirst for it would be great. Miss it? You bet you would! For radio is a way of life, it serves ! ! At WPEP we're dedicated to serve *you* in the way our great medium is best fitted. With the liveness of sound in music, news, sports and local events—now. For radio is *now!*

PLAYBACK

QUOTES WORTH REPEATING

ETV PROGRESS IN THE SOUTH

Florida Gov. LeRoy Collins, chairman of the Southern Regional Education Board, reported this progress in educational tv to the SREB's annual Legislative Work Conference Aug. 29 in Williamsburg, Va.

I think it is indicative of the willingness of the southern states to carry out their responsibilities in the challenging new fields of technological change that they have taken the regional cooperation concept and applied it recently to educational television and nuclear development.

I cannot express too strongly my enthusiasm for these two projects. On a state level, Florida is thoroughly sold on the advantages to be gained by pioneering now. We have appropriated $600,000 to construct a microwave educational television network for instructional purposes connecting our several community colleges with state universities. We are convinced of the soundness of these investments.

. . . Under the Southern Regional Education Board's proposed 16-state educational television microwave network linking the region's institutions of higher learning, we estimate we can bring the finest instruction to additional thousands of students at a cost of $2.80 per student semester hour, compared with the current instruction cost of between $12 and $18.

RADIO-TV 'CONFUSED' BOSTON

Vincent X. Flaherty, Los Angeles Examiner *columnist, on Aug. 14 charged these inadequacies in radio-tv news coverage.*

Because of the Boston newspaper strike, which closed down six newspapers, Bostonians had to depend on tv and radio. The frantically combined forces of both proved grossly inadequate. Those who wanted local news were deluged with oddments from Washington. Those who wanted spot news photographs with stories didn't get them. Or else, if they wanted baseball scores, they missed them.

In other words, they were lost because they couldn't turn a page to get precisely and absorb accurately just what they wanted.

. . . Nope, the spoken word will never do. The world would have lost and forgotten Lincoln's Gettysburg Address had it not been printed word for word for the perusal of present and future generations. The same goes for the Declaration of Independence and the Bill of Rights, or the Magna Charta—or the Holy Bible, for that matter.

. . . The fast-talking commentator rattles it [news] off and it is over and done with. Four people listening simultaneously produce four different versions of what the man said and everything is misinterpreted and confused.

. . . The fast-talking commercial announcer comes on and tries to sell you a new stove or a miracle hairgrower and often succeeds mainly in arousing your irritabilities to a fuse-blowing point.

If you are in the market for a new ice box, or furniture, or rugs and, yep!—even tv sets and radios—you can find what you want in a jiffy just by consulting the *Examiner*. Best of all, you don't have to listen to it.

Moreover, you do not have to tax your memory. You can tear out an ad or a story for later study. You can slip it into your pocket and it will be there the next day or as long as you want to keep it.

PIONEERING AMERICAN ART

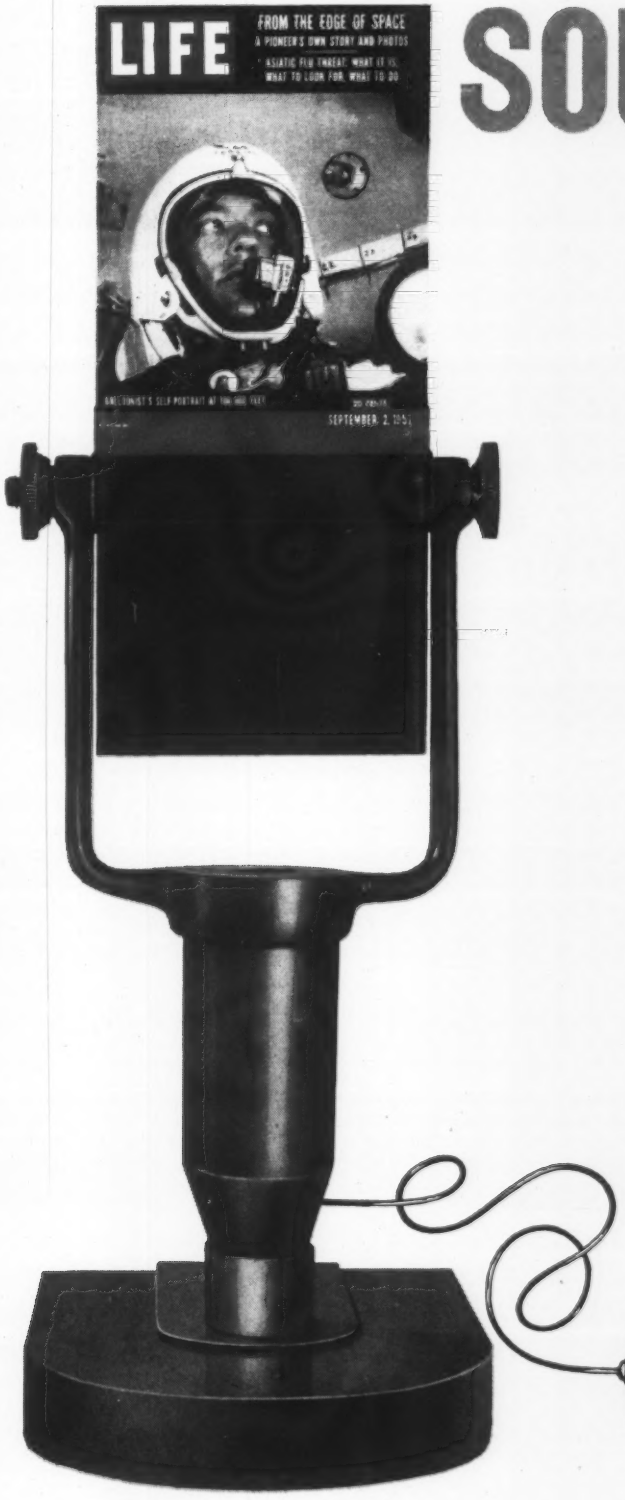
Albert McCleery, executive producer of NBC-TV's Matinee Theatre, *speaking last month at the seventh annual Summer Television Workshop at Michigan State U., declared that American theatre of the pre-tv era was really New York theatre, an overflow and outgrowth of European theatre and said:*

It was not until about seven years ago, with the opening of *Kraft Theatre, Studio One* and some of the other pioneer dramatic tv shows that we could begin to use American writers on American themes with an instant audience of 10 million people.

What television has to decide now is

Continues

WIRED FOR SOUND


LIFE
FROM THE EDGE OF SPACE
A PIONEER'S OWN STORY AND PHOTOS
ASIATIC FLU THREAT: WHAT IT IS, WHAT TO LOOK FOR, WHAT TO DO
SEPTEMBER 2, 1957

NBC Radio Presents An Outstanding New Advertising Opportunity—LIFE AND THE WORLD

Two great leaders in the news-gathering field, the National Broadcasting Company and LIFE Magazine, have combined forces to bring the American public an exciting new brand of radio journalism.

NBC Radio takes LIFE's superb news and picture stories, and adds the dimension of sound. LIFE may cover the stratosphere ascent; on LIFE AND THE WORLD you hear the man's personal experience from his own lips. LIFE may picture a parrot; on LIFE AND THE WORLD you hear the parrot being interviewed. Here are the actual voices of men who make the news or react to it. Here are the sounds of hurricanes, of debates, of space rockets, and of momentous decisions—bringing listeners close to the very heart of our time.

Increasing numbers of LIFE readers are discovering this fascinating NBC Radio program. Millions more will be introduced to LIFE AND THE WORLD through an extensive audience promotion campaign, on the air and in print media.

LIFE AND THE WORLD has a choice position, 7:45 to 8:00 nightly, immediately following NBC's 7:30 pm News of the World, radio's highest-rated news program.

Tune in tonight! And let your NBC Radio representative give you the interesting advertising details tomorrow.

NBC RADIO

what kind of cultural force it intends to be, how it intends to deal with man's leisure time.

. . . [Great cultures of the past] are judged not by the battles won, but by the artists who painted, the architects who built and the writers who wrote—the creators of all works of arts.

THE DISC JOCKEY'S MUSIC

Bernard Asbell, writing in the July Harper's *magazine, asks if radio is robbing its advertisers by permitting disc jockeys to play music which appeals mostly to teenage school girls instead of adults.*

. . . He (the disc jockey) imposes the ditties of a baby-sitter culture on the baby sitter's parent, the parents who employ her and even the baby she sits for.

. . . The fact is that the baby sitter has seized control of radio—not to mention music on television—and has obstructed the development of a truly popular music culture which America might have. Or rather, commercial radio has voluntarily surrendered itself to the baby sitter.

By so doing, radio appears to be committing grand larceny upon its advertisers. By what logic can the used car dealer, the loan company, the storm window installer or the tomato paste canner hope to collect the maximum audience of breadwinners and housewives by sponsoring the music chosen by schoolchildren? In fact, why does the sponsor stand for it?

. . . The economic incentives of radio being what they are, the radio sponsor, just by pursuing his self-interest, can do the most to return am radio—and popular music—to the public at large. All he had to do is to tell the disk jockey to stop reading the sales charts of hit records—in fact, to avoid them—and start playing songs which assume the listener is an adult and wants expression of his adult experience.

THAT MISNOMER FOR RADIO

Ben Strouse, president of WWDC-AM-FM Washington, speaking Aug. 22 to the Washington Junior Chamber of Commerce, answered the charge that radio has become a variation of the jukebox.

Jukebox or personal service? You don't find a lost dog or child with a jukebox. You don't get the weather, time, temperature. It won't tell you what's new in the stores or who's on first in the Yankee-Senator ball game. You don't turn one on for companionship 24 hours a day, right in your own home.

If you want music, radio doesn't cost you a cent. It's the greatest *personal* service, designed for each of you, that America has today.

KIBITZING ON RADIO-TV

Eddie Cantor, interviewed on Bob Crane's KNX Los Angeles morning show Aug. 24, had these comments on radio-tv and its people.

About radio today:

Dollar for dollar it's the best buy for advertisers. I think radio has always been here. Sponsors and networks had a very lovely child, grown up, smart. Then along came a new baby and first thing you know they shoved this other kid in the corner and kept building up this new baby, to the neglect of the one that's been around so long. All of a sudden, in the last 18 months, I'd say, they discovered it and said, "Say, that's a very nice child we've left there in the corner." And they started to romance the kid again.

The comedians on tv:

Nothing has actually happened to the comedians. We make a big fuss over what? Jackie Gleason won't be on next season and its unfortunate because here's a man with great talent. Nat Hiken, to me, is one of the most creative minds in this business. He said to Phil Silvers, "We'll bring in something, just sit back and trust us." Phil did and Phil became one of the big comics in America. Now that's what Jackie Gleason should do. Jackie wanted to be everything. He wanted to produce, direct and write. This is too much for any one man, even a genius like Jackie Gleason.

Groucho Marx and Jack Benny's longevity:

Groucho Marx is not dependent on any writers. Groucho Marx is a business unto himself. . . . It's amazing the people who want to come on his show and get insulted. Jack Benny is something different than all other comedians. He has no hesitancy in giving the laughs to other people. Now this guy will be with us forever. He'll be with us until he's 40! Incidentally, as a matter of record: I got off the air in 1939 because of a speech that I made at the Temple of Religion at the World's Fair. I got kicked off the air the next day. I spoke about the Enemy Within. I mentioned names, I had facts. Well, anyway, I was off the air for a year—could not get a job anywhere. Jack Benny, who is a very good friend of mine, wouldn't stand for it and told Young & Rubicam, the advertisers, that if Cantor's not on the air we're making a big mistake—America loses something. Jack sent me on to New York and I spoke to this agency and a month later I took Fred Allen's place and stayed with Bristol-Myers five years.

About Sid Caesar:

Sid Caesar is a little bit ahead of his time. We have a mistaken idea about what constitutes an audience in America. There is a great big America between Lindy's on Broadway and the Brown Derby in Hollywood. And if I were Mr. Caesar I would get somebody like Lawrence Welk on my show every week.

Lawrence Welk's popularity:

Lawrence Welk is a very homey piece of Americana. Welk is roast beef, he's apple pie and coffee, he's "I love you, mother," "Hurray for the flag"—all the fundamentals that make for a big viewing, listening audience.

Frank Sinatra's talent:

Frank Sinatra has much more than talent. Frank Sinatra has that believability. You know he's sincere, he's likable. Older women want to mother him, younger girls want to smother him. The fellow's a good actor, a good singer, intelligent—he's a nice, nice guy. The public is sympathetic with Frank. They don't believe all that adverse publicity they read about him.

Rating Systems:

I think rating systems are very silly. How can a man tell from a sample of 300 people who is listening to a show in all of America? You can't tell—nobody knows. Now what the networks should do is have their own rating system and be honest. If I were CBS, I'd ask all of the stations affiliated with CBS to take one man on one given day and let him make 20 calls in his city. Get all the cities. Then you can tell. I think rating systems are the bunk.

Pay tv:

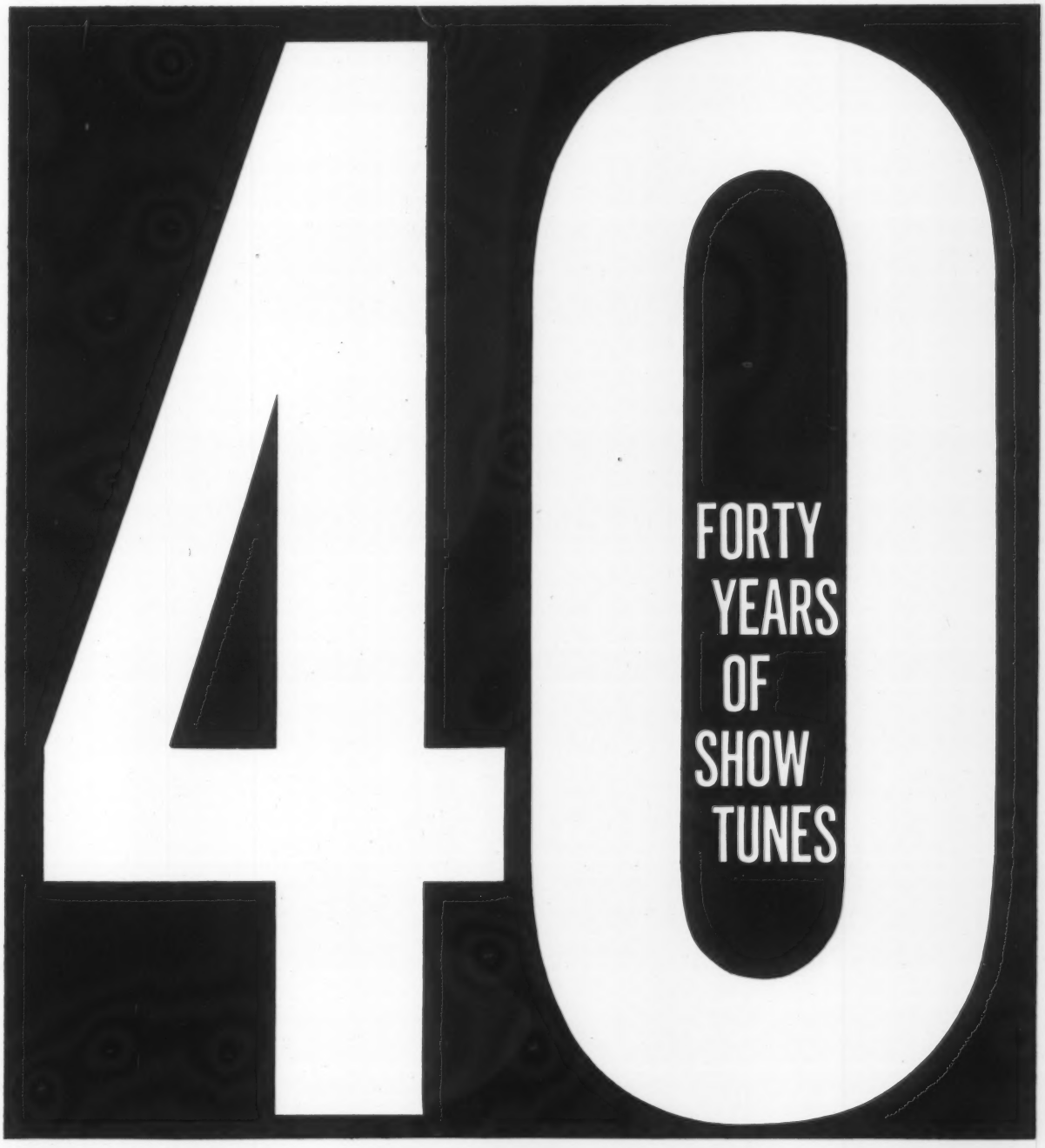
I don't like pay tv. I think it's a very snobbish thing. It's definitely anti-democratic. I don't think that you have a right to see a show because you can pay a buck, when I can't afford it. I'm a poor fellow and I buy a tv set to save money on entertainment, and I'm paying $25 a month to pay off the set, and all of a sudden I can't see a certain show because you can. I think I'm gypped. There's nothing that pay tv can give you that we're not getting right now.

FREEDOM OF THOUGHT

George E. Sokolsky, syndicated columnist and ABN commentator, in his column, offered these views on a magazine article about freedom on the air.

According to this article there is no freedom of speech on tv which, according to my notions, means there is no freedom of thought.

. . . The assumption that any intelligent person can analyze news without expressing an opinion, without a particular point of view or even bias, is without psychological or factual foundation and its statement . . . is surely untruthful.

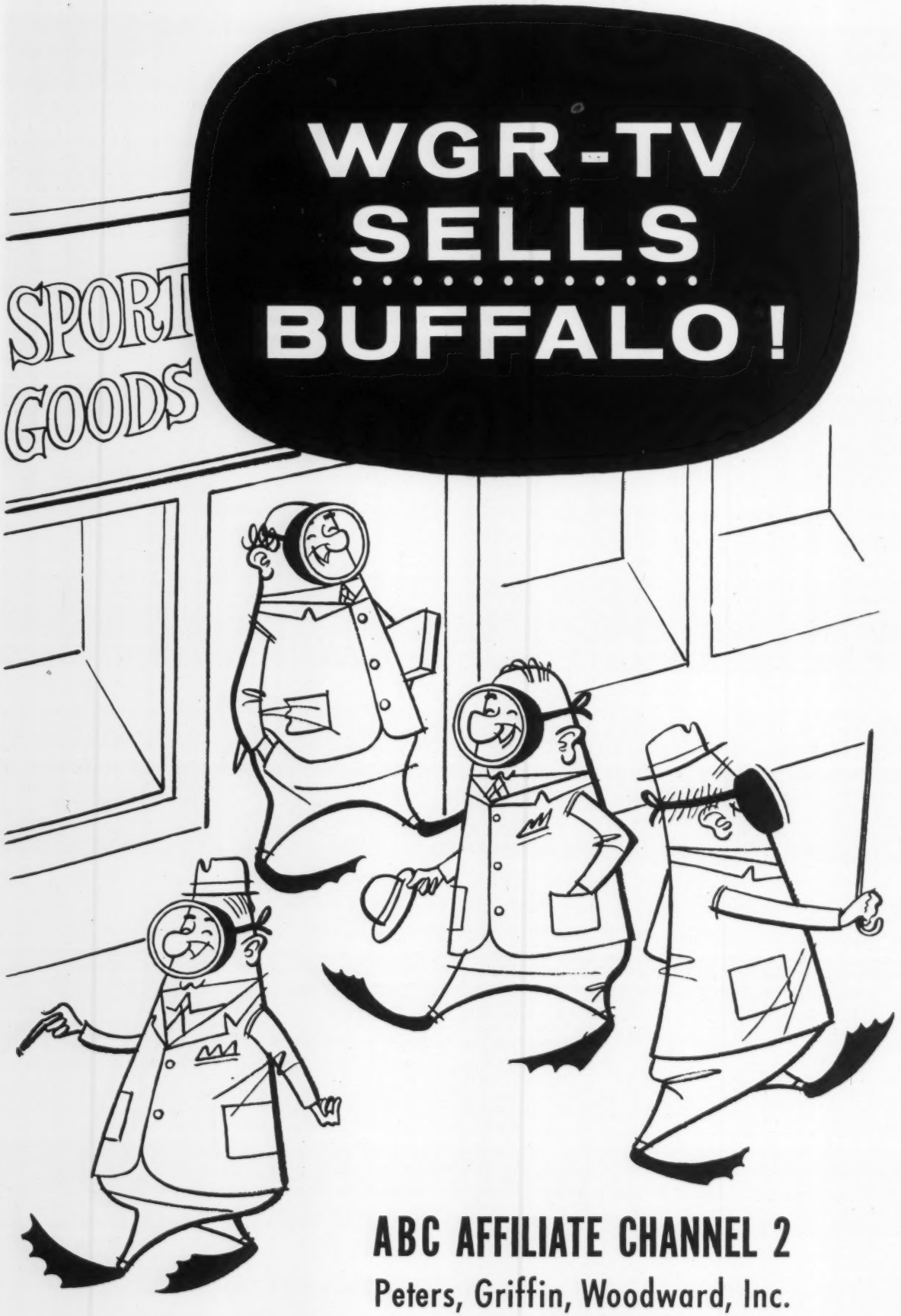


ASCAP MUSIC...THE MUSIC OF SHOW BUSINESS!

The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, New York



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives

from **RANSON P. DUNNELL,** *v. p. in charge of television & radio, H. B. Humphrey, Alley & Richards*

DOES THE AGENCY MERELY RUBBERSTAMP THE PACKAGE SHOW?

Are agency commissions justified on package shows?

I can hear the quick and loud choruses of affirmation from dozens of agencies! But at the same time I can hear many prominent television advertisers knowingly agreeing (and with almost equal fervor) that at the very least "it's a good question."

The question, though certainly not a new one, was brought home recently to me by a client who asked just how we do earn 15% when, presumably, the packager does all the work. This particular advertising manager was not being facetious, I might add, but was posing what he considered a legitimate question. Many fine agencies would have no trouble in satisfying a client on the merits of such a question, but the fact remains that many others would be hard put to cite chapter and verse in justifying their bread and butter 15%.

Having spent several years on the agency side of both network radio and television programming, I have seen it justified a hundredfold . . . and yet I also have witnessed conscienceless operations in which the packager did literally all the work and the agency merely rubberstamped the former's responsible moves. The most typical operation today is one in which the agency, after careful research, checking of availabilities, etc., recommends a basic concept to his client and then follows this with a specific programming recommendation.

Once the show is sold, the agency vice president of broadcasting, who has been knee deep in the research and selling phases, often relegates operation of the show to one of his production men and turns to another client for the same kind of research and selling. In other words, he has sold the show and it's now the package producer's responsibility to create a good property week in and week out. Not infrequently, the production man assigned is capable on both the commercial and show sides and he proceeds to live with the production fulltime, more than justifying the agency's remuneration.

But often the production man is strictly "junior" with little or no knowledge of showmanship and programming and, therefore, concerns himself only with the placement and rehearsal of commercials. If a show packager happens to be competent and has a real interest (and knowledge of) the sales problems of the product involved, chances are the program will be a success. Unfortunately, the pattern today is for the average packager to be expert in his end but with little, if any, knowledge of the client's marketing and commercial problems. It's often a hit or miss proposition when it comes to commercial integration, public relations aspects, etc.

The other side of the coin is, of course, the agency that assigns a top-notch show-commercial production man to ride herd on every phase of the package program. This is a man who, for a musical show for example, will sit in on all production conferences with the packager. He will know before a commitment is made just what tunes are being considered for performance and why, what guest artists, their tentative prices and commercial tie-ins, past and current, their record sales, and so on: In other words, everything from A to Z concerning the program before firm commitments are made. He will act not as an executive producer nor as a yes man, but as one whose comprehensive knowledge of musical shows is recognized by the packager and whose sales knowledge of the client's products makes him an essential co-worker toward the continuing success of the program.

The same basic operation is true for any show. For example, in the case of a quiz program our ideal production man will know exactly how and why the contestants are to be screened, briefed and the type of questions they will be asked. He also will know exactly why and how entrants are turned down, whether by mail or in person, following a preliminary interview. And, of course, he will be sure to see that the m.c. or star is kept sufficiently informed so as to avoid accepting wrong answers or asking questions potentially distasteful to viewers because he didn't see the question until "10 minutes before air time."

To most of us these actions on the part of the agency man are basic and taken for granted. But I have cited a few by way of saying that to almost any client they are not taken for granted—and in some cases not even known about! With the right type of operation I don't believe there can or should be any question of the agency's commission on package shows, for if a talented agency man literally lives with a show packager he not only will justify the agency's commission but may well be asked ultimately by the client, "How can you make a profit on this program when you devote so much time and manpower to it?"

Ranson P. Dunnell; b. Oct. 31, 1921, South Orange, N. J. Started in research at Cunningham & Walsh (formerly Newell-Emmett Co.) in May 1939 and was with firm for over 13 years. Took time out for seven months active duty with Naval Reserve, leaving service with medical discharge in February 1942. Same year switched to C&W's general radio department as writer and then joined the Liggett & Myers division as radio production man. Produced and directed eight experimental tv shows (first for agency) in 1943. On Jan 1, 1949, became co-manager of radio and tv for L&M division. On Jan. 1, 1953, became manager of radio-tv production at Ward Wheelock Co. Joined Chicago office of D'Arcy Adv. Co. June 16, 1954, and took over the setting up of a completely autonomous radio-tv department for newly-acquired Standard Oil Co. of Indiana account. Resigned Jan. 1 to return to New York as executive assistant to Walter Craig, manager of radio-tv department of Norman, Craig & Kummel. Joined Humphrey, Alley & Richards Inc. in August 1956 as head of radio and television. Seven months later was elected a vice president. HA&R billed around $400,000 last year in radio-tv and expects to top the million mark this year.

Only the Beginning?

THE SHOWING of a new movie, "Pajama Game," on a closed-circuit television system in Bartlesville, Okla., Sept. 3 was an historic event.

To be sure, one cannot know now what kind of history was written. It may be months, or more probably years, before it is definite whether the premiere of the Video Independent Theatres home box office in Bartlesville marked the beginning of a success or failure in communications development.

But whatever ensues, the fact must be accepted that as of now subscription television has been established. This fact alone will lend encouragement to plans for other closed-circuit toll tv systems. Despite its present confinement to one small market, closed-circuit toll tv has passed the blueprint stage. It exists, and unless the Bartlesville venture proves an immediate failure, its existence is bound to accelerate the efforts of subscription tv interests to begin operations elsewhere.

Of all the other closed-circuit projects so far announced, the most ambitious are those of Skiatron which has at least a tentative agreement with the New York Giants for exclusive television rights to games when the team moves to San Francisco next season. Skiatron's introduction of toll tv to San Francisco would be considerably eased if the principle of subscription television were by then working well in Bartlesville. The Bartlesville example could be pointed to in discussions with prospective investors and in advertising to prospective customers.

On the other hand, a failure of the system in Bartlesville would not necessarily work to the serious disadvantage of Skiatron or such other companies as International Telemeter which are promoting closed-circuit subscription television. They could claim, with some justification, that the experience in a market as small as Bartlesville was not applicable to a bigger city.

In short, it seems to us that for all those who seek to develop closed-circuit toll tv there is much to be gained from a Bartlesville success and little to be lost from a Bartlesville failure. In the months to come, B•T intends to continue regular reports from Bartlesville, of the depth of the one appearing in this issue. It is this publication's belief that if the Video Independent Theatres' venture grows into a sound business, its effects will be felt throughout the U. S.

Loose Talk

ALTHOUGH Congress has quit until next January, there's no moratorium on talk about what's wrong with the FCC and the "scandal" in tv licensing.

Not long ago, Chairman Emanuel Celler (D.-N. Y.) of the House Judiciary Committee charged that FCC members improperly discussed pending cases with representatives of licensees and licensees themselves and that there was fraternizing of the regulators and the regulated. The House Moulder Committee on Legislative Oversight is quietly investigating purported favoritism and political interference with FCC actions. And now Harvard Law Prof. Louis L. Jaffe, in an article in this month's *Harper's*, chastises the FCC for yielding to pressures and for being unjudicial, although he didn't get all his facts straight.

Anyone with half an eye knows that pressures are exerted on the FCC (and on other administrative agencies) and that most of them emanate from Congress. A licensee or an applicant rarely has direct influence. He goes to his senator or congressman or someone else of supposed importance to make the overtures. These pressures come from all directions. In contested cases, somebody wins. Inevitably the others lose. This is so now; it was so during a Democratic administration. And it is by no means certain that he who musters the most outside support wins.

Those who seek an entirely judicial administrative agency talk Utopia. The FCC isn't a judicial body. Of its seven members only three are lawyers. Its proceedings are informal. Court rules do not apply.

If Congress wants the FCC to function like a court, it is within congressional power to make it one. Let it change the law so that appointments to the FCC shall be for life, as are federal judgeships. Pay should be sufficient to attract highly qualified individuals willing to dedicate themselves to this "Communications Court of Appeals" as their life work.

There is no other way to accomplish this desired end.

Drawn for BROADCASTING•TELECASTING by Sid Hix

"It's a new development. If you use one of those gun devices to cut off commercials, it shoots back!"

Decision Time

DEMOCRATIC processes—business, not political—will govern NARTB's eight regional meetings starting Sept. 16 in Schenectady, N. Y. A foresighted decision of the association's board once again opens this annual series of broadcaster meetings to non-member stations, giving them a chance to listen and to talk in basic sessions dealing with operating problems. They will have an opportunity, too, to participate in discussion of basic matters dealing with government regulation and relations with the public.

Non-member delegates will be able to sit in and to voice their thoughts at discussions on a progressive association project—changing of the name back to National Assn. of Broadcasters. This practical approach to the general acceptance given the word "broadcasting" as a term covering both aural radio and television faces a referendum vote after the meeting series has ended. Fortunately the final decision will be influenced by the open debate. Members will recall that similar discussions last autumn led to the upsetting of an original decision to eliminate the at-large board members for large, medium, small and fm stations.

Television delegates, members and non-members alike, will debate the Tv Board-approved plan to develop a television audit circulation study. NARTB will conduct a questionnaire survey after the series is over, with the results certain to influence the board's final decision on this important competitive project.

A list of prominent speakers will support President Harold E. Fellows and his staff as they develop the "Time for Decisions" theme of the meetings. The association believes its autumn schedule will provide major help to broadcasters in solving their individual and collective problems.

Priority Project

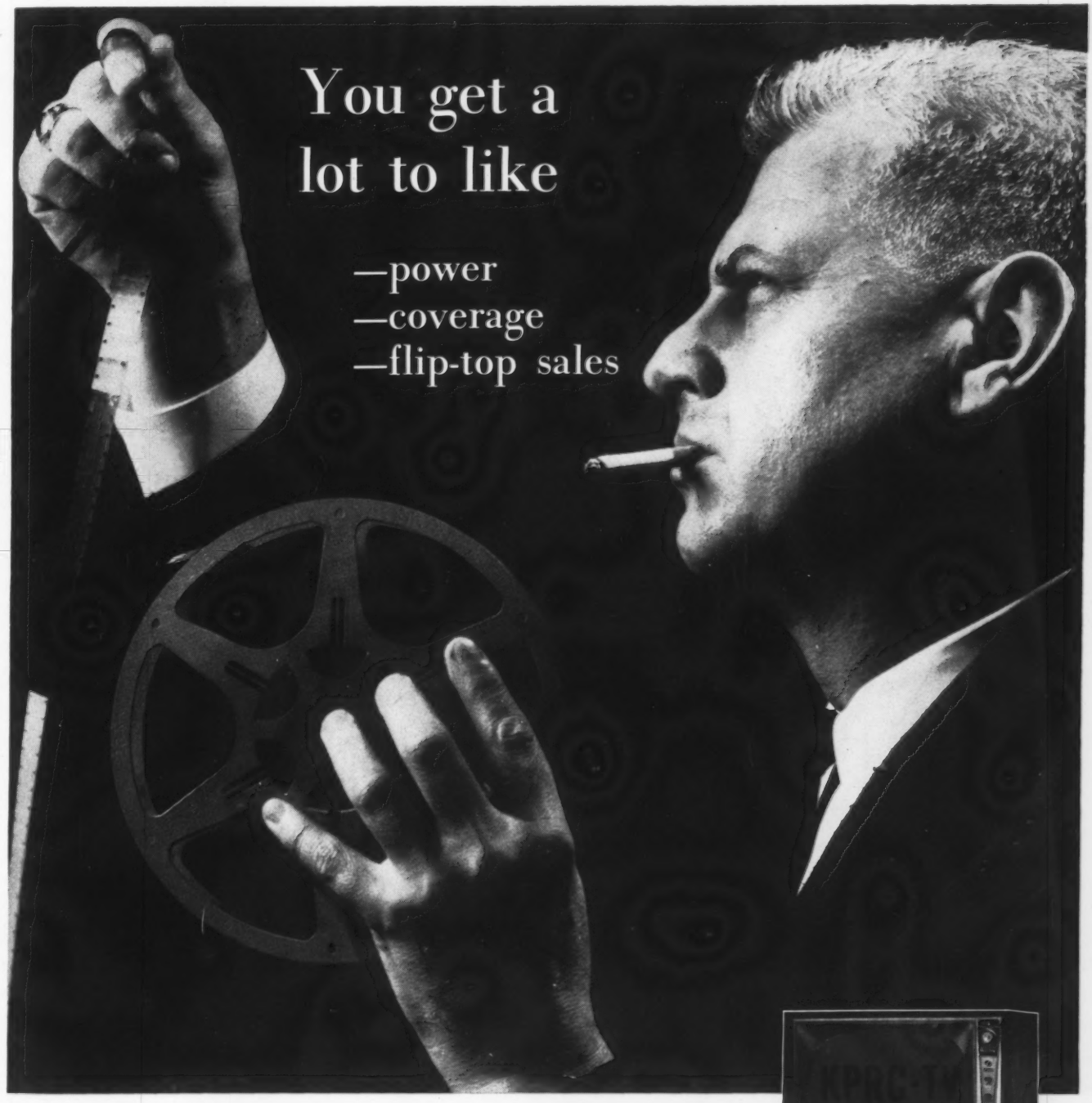
BROADCASTERS have devoted many hours of time in recent weeks to news of the Asiatic, or Asian (your choice), Flu. It's possible that being so busy reporting it has kept many from considering what the bug could do to their own shops.

It could do plenty. At the least, assuming advance reports of the probable incidence of the flu to be correct, it could seriously inconvenience a station's operations by taking out key personnel.

Several stations already have taken action to forestall this possibility and have arranged to have all employees inoculated with the flu vaccine.

The Public Health Service announced last week that it has arranged for voluntary rationing of the vaccine among the various states. It is likely that individual communities and states will, in turn, ration the supplies they receive on a priority basis. Broadcasters should put in their bids now, not from a desire to avoid personal discomfort, but in the realization that the continued operation of radio and tv are essential to the community welfare.

KPRC-TV



Here's old-fashioned popularity in the new way to sell. The man-sized power gets clear through. The smooth operation performs without a hitch. Works fine but doesn't get in the way. The modern viewpoint produces flip-top sales everytime you use it.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives